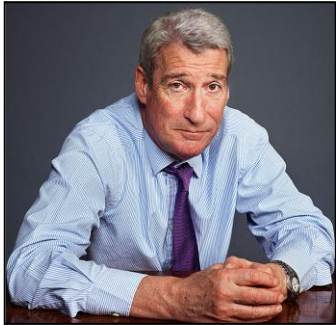


CONFERENCE PROGRAMME

7 - 10 October 2015, Arcadia



OPENING ADDRESS (WEDNESDAY): THE UK POLITICAL LANDSCAPE: Jeremy Paxman, Award-Winning Journalist, Author and Television Presenter

Award-winning journalist, author and television presenter Jeremy Paxman will headline this year's Finance Directors' Forum.

In the wake of the general election, Jeremy Paxman, who has been at the sharp-end of political commentating for over 30 years, will share his views on what challenges he sees lie ahead in the UK political landscape. He will touch upon topical areas including, what is the future outlook for Europe, the likely impact of a referendum on EU membership, the rise of the SNP versus the decline of the more traditional parties and the growing threat of extremism in the UK.

Jeremy Paxman has worked for the BBC since 1977 and has been the presenter of Newsnight, University Challenge and many BBC documentaries. He even completed a sell-out one-man show PAXO at the Edinburgh Fringe Festival in 2014. He writes widely for newspapers and magazines and has recently become a contributing editor at the Financial Times. Jeremy Paxman also hosted Channel 4's coverage of the May 2015 General Election. Time will be left at the end of the presentation for questions from the audience.



CONFERENCE CHAIRMAN: Justin Urquhart Stewart, Economic Commentator & Co-Founder, Seven Investment Management

Having trained as a barrister, Justin took up corporate finance, working in both Africa and Singapore. He then returned to the UK and helped in the developments towards Big Bang in 1986 in London which led to him helping to found Broker Services in 1986. Broker Services went on to become Barclays Stockbrokers, where Justin was Corporate Development Director. In early 2001, he co-founded Seven Investment Management, an investment management business that innovated the UK investment market with the introduction of the first Sterling Investment Wrap Account. Seven Investment Management now manages and administers around £5.8 billion on behalf of professional financial wealth managers and intermediaries.

Justin has a keen interest in developing the investment market to break down as many of the traditional barriers as possible for both private investors and smaller companies. As part of this he was involved in the original development of the AIM market and the investor educational company, Proshare. He writes regularly for national magazines and newspapers, and is a frequent commentator on television and radio, both in the UK and abroad. In March 2014, Justin won the 'Best Industry Commentator 2012' from the City of London Wealth Management awards, as voted for by professionals and consumers.



KEYNOTE ADDRESS (THURSDAY): COURAGE, VISION AND VALUES: Roz Savage MBE, Ocean Rower, Author & Executive Coach

Why would somebody who seemed to have it all- Oxford law degree, City career, home and husband - throw it all away to row across oceans? Why would anyone give up a life of comfort and security to endure 100+ days at a time alone at sea, facing towering waves, fear, frustration, and danger on a daily basis?

And what does this have to do with you and your business? A lot more than you may think. Roz Savage's keynote will touch on:

- The power of a compelling vision.
- Values as your compass for daily decision-making.
- The importance of metrics that motivate.
- Assessing risk.
- Keeping your cool under pressure.
- Keeping on going when the going gets tough.
- And above all, finding the courage to step up and be the best.

Since 2005 Roz has become the world's foremost female ocean rower, having rowed – solo - across the Atlantic, Pacific and Indian Oceans. She has rowed over 15,000 miles, taken around 5 million oar-strokes, and spent cumulatively 520 days alone at sea in a tiny 23-foot rowboat.



KEYNOTE ADDRESS (FRIDAY): THE PURSUIT OF OPERATIONAL EXCELLENCE: Jas Hawker, Director, Mission Excellence

In this keynote, former leader of the Red Arrows and RAF fighter pilot, Jas Hawker will offer tangible and practical insights into high performance teams, leadership, continual improvement and execution under pressure. Drawing from his distinguished military career and extensive consulting experience with global corporations Jas will explore the specific behaviours and processes required to deliver consistent outstanding execution in demanding, dynamic environments.

In particular, Jas will share his insights on:-

1. Performance - it is not about individual 'stars': you choose to be a great team.
2. Culture – embedding the right behaviours and disciplined processes to drive outcomes.
3. Leadership – how to influence and motivate those around you towards goals.

Jas Hawker is a Director of Mission Excellence, an organisational performance consultancy. He has first-hand experience of developing and leading a world-class high performance team as Leader of the Red Arrows.

As a fighter pilot, he was the youngest ever pilot to fly the Tornado ground attack aircraft on the front-line, and served on 4 operational squadrons taking part in both training and operational deployments; he was able to lead any scale of combat mission in any part of the world. In 1999 he was selected to join the Red Arrows for 3 years. He returned to the Red Arrows in 2007 when he was selected to be Commanding Officer and leader of the Red Arrows. In this role, Jas was responsible for all aspects of Red Arrows' operations including risk and safety management. During this time he led the team on tours to the USA, Canada, the Middle East, India, Thailand and Malaysia, as well as the UK and Europe amassing well over 500 public displays.

EVENING ENTERTAINMENT



THE NOISE NEXT DOOR (THURSDAY): Comedy Improv Group

The Noise Next Door are one of the UK's leading improv groups. In three short years they have taken the circuit and the Edinburgh Fringe by storm, leaving audiences in awe of their lightning-quick wit and breath-taking comedic talents. They have been performing their own distinctive brand of off-the-cuff comedy since they met at university. With absolutely no script, they have an uncanny knack of transforming audience suggestions into fantastically funny scenes and songs in the blink of an eye with a perfect blend of ludicrous characters, witty one-liners, epic stories, and explosive physicality.

FRIDAY AFTER-DINNER ADDRESS: THE RUGBY WORLD CUP (AMONGST OTHER THINGS): Austin Healey, Rugby Legend, Businessman & Dancer

This year's Finance Directors' Forum is taking place right in the middle of the Rugby World Cup and it would be remiss of us to let it pass without recruiting an expert to give his inside knowledge of the competition.

Austin Healey is a father of 4 girls and one of the most highly regarded English rugby players in the modern era having won 2 European Cups with Leicester Tigers, 51 caps for England and toured with the Lions in 1997 and 2001.



Since retiring from playing rugby, Austin has worked as a successful banker for Credit Suisse and is now a pundit and commentator for BT Sport as well as writing regular columns on the sport for The Telegraph. Let's also not forget his successful stint on Strictly Come Dancing where he gained a new following as well as huge praise from the judges for his dancing skills. As well as discussing the world cup, Austin will take us through some of the highlights of his colourful career and then on to a life after leaving the field.

BUSINESS & INDUSTRY FOCUSED SESSIONS

POST GENERAL ELECTION ECONOMIC UPDATE - WHAT IT MEANS FOR YOU AND YOUR ORGANISATION: Justin Urquhart Stewart, Economic Commentator & Co-Founder, Seven Investment Management

We are in the midst of an extended period of lower economic growth, lower inflation, lower interest rates and lower returns. This seminar will address:

- How to best position our companies to make them competitive.
- Key drivers in the economy, present & future.
- Geopolitical threats and their impact.
- The effect of low commodity prices and the picture ahead.
- What's next for EU low inflation, possibly deflationary, economies?

Justin will also explore whether, post election, the UK economy has the Government it deserves and needs to navigate the way ahead, or whether the results of the General Election have merely provided further instability including resurrecting the question of a referendum over our place in the EU. A serious subject, this session will be infused with Justin's customary humour and wit. Time will also be left at the end for questions from the audience.



FD FOCUS: SETTING A STANDARD IN THE FINANCE FUNCTION: AN AUDIENCE WITH MARK HESKETH, FINANCE DIRECTOR (UK & EUROPE), STANDARD LIFE PLC

Mark Hesketh has been the Finance Director (UK & Europe) at Standard Life plc for the past 4 years where he is responsible for the Finance team, including Tax, Capital Management and the Finance Shared Service Centre. He has spent almost 30 years in business and joined Standard Life from RBS where he was Director of Group Financial Planning & Analysis. Prior to this, he was Chief Finance Officer and Chief Risk Officer of RBS Insurance (now Direct Line) and CFO for the Business Services division of RBS. Mark spent the early part of his career with Unilever, GKN and Sears.

In this session Mark will share with Justin Urquhart Stewart his impressions of being in the financial services industry during the most turbulent economic period in recent memory, his experiences of the sector as a whole and his thoughts on how the finance function can help lead the way in areas such as interacting with the customer and the journey into digital.

The session will also touch upon his views on the evolution of the FD role during his career. Time will be left at the end of the session for questions from the audience.

Mark Hesketh, Finance Director, UK & Europe, Standard Life plc being interviewed by Justin Urquhart Stewart, Economic Commentator & Co-Founder, Seven Investment Management



CFO FOCUS: THE GOOD, BAD & UGLY OF A GLOBAL CAREER IN FINANCE: AN AUDIENCE WITH RICHARD TURNER, GROUP CHIEF FINANCIAL OFFICER, JAGAL GROUP

Richard Turner is Group CFO of the Jagal Group and is currently based in West Africa. But this is not Richard's first overseas role. He has lived and worked globally for a number of years in Asia, Middle East, Far East, Japan, the US and Africa as a CFO across a broad range of sectors.

In this session, Richard will share with Justin Urquhart Stewart his personal experiences of the good, the bad and the ugly about working overseas, how to succeed and excel including the cultural and social factors to be considered, before taking such a step or indeed working with colleagues based overseas.

Moreover, the session will also touch upon Richard's experience and personal passion of the journey towards 'world class finance', and an exploration of the question, 'your company is global and / or your customers are global – but are you?' Time will also be left at the end for audience questions.

Richard E Turner, Group Chief Financial Officer, Jagal Group being interviewed by Justin Urquhart Stewart, Economic Commentator & Co-Founder, Seven Investment Management



PURPOSE-LED TRANSFORMATION - THE INNOVATION IMPERATIVE: Craig Glindemann, EY EMEIA Advisory Centre of Excellence Leader, EY

Purpose-Led Transformation is a new approach to driving strategic transformation, innovation and growth for global corporations. Increasingly CEO's are exploring ways in which organisational purpose (beyond financial results) can be used as a lever to spur innovation and transformational growth. Research has shown that purpose allows organisations to:

- Develop premium brand positions.
- Attract the best talent and keep them motivated.
- Create customer loyalty and advocacy.
- Outperform the market.

EY and the University of Oxford Saïd Business School are collaborating on research to understand this trend and find ways to harness new approaches to create and sustain innovation, growth and achieve transformational success.

In this session, Craig Glindemann will share the latest findings from this joint research into the trends, challenges and benefits of purpose-led transformation. Examples will include case studies from leading global organisations.



BUILDING A FINANCE CENTRE OF EXCELLENCE THE VIRGIN ATLANTIC WAY: Liz Collins, Finance Director, Virgin Atlantic Airways

In this case-study presentation Finance Director Liz Collins will share with delegates her experiences of building Virgin Atlantic Airways Finance Centre of Excellence. The session will explore the key drivers, successes, lessons learned and next steps including:

- Why create a Finance Centre of Excellence?
- Streamlining the finance function, delivering a leaner, more commercially focused organisation.
- The steps take to deliver commerciality and visibility.
- Creating a talent-pool powerhouse to nurture the finance leaders of tomorrow to support succession planning.
- Leveraging technology to support the business.
- Bottling the energy, the next steps in continuing the growth.



LEADING THE FINANCE FUNCTION DURING UNCERTAIN AND VOLATILE TIMES: Tim Pullen, Head of Finance, O2

Tim Pullen is Head of Finance Operations at O2, which operates mobile phone and wifi networks across the UK and is famous for its sponsorship of The O2 venue and England Rugby Team. O2 UK is currently part of the Telefónica Group and is the subject of a proposed takeover by Hutchison Whampoa, subject to regulatory clearance.

Tim's background is in the technology and outsourcing sectors, where he has worked as Finance Director for a variety of business divisions and led restructuring, transformation and turnaround projects. As part of O2's Senior Leadership Team, Tim is focused on delivering great service to its 24 million customers, whilst managing the demands of a £10bn transaction. Keeping the finance function engaged and motivated during this extended period of uncertainty and volatility is critical.

In this workshop, he will share his experiences from a target company's perspective of a major transaction process and how O2 are continuing to deliver for its customers, its shareholder and its people. These experiences will be used to facilitate an interactive session where delegates will explore the effects that uncertain and volatile environments can have on the finance function, and how leaders of these teams can build strategies for resilience and performance during these periods.

BEING AN INTERIM FD: SHOULD THIS BE YOUR NEXT CAREER MOVE?: Paul Hooper-Keeley, Group Finance Director, Shaylor Group plc



This workshop session, being run by a seasoned Interim Finance Professional, will explore:

- The practicalities of setting up as an Interim FD/CFO.
- The process of being an interim – why become one, what value will you be expected to add and types of work you will encounter:
 - Turnaround & transformation – adding value to an organisation to include case-study examples.
 - Transactional work & leading companies through M&A.
 - Being a safe pair of hands – bridging the gap during times of recruitment / succession.
- The benefits being an interim – making it work for you and as a tool for enhancing your CV.

Plenty of time will be made for interactive Q&A during the session.



THE DIGITAL REVOLUTION – WHAT IT REALLY MEANS: Euan Semple, Author, Speaker & Business Strategist

The modern world is changing fast. How we relate to our governments, our workplaces, and most significantly each other is going through radical upheaval. Nothing is changing faster than the online world and with it the expectations of customers and staff. Is our business technology ready for this? Are we helping our organisations anticipate and prepare themselves for an unpredictable future? If not - who's going to do it and how?

The important questions are shifting from "What is the cost of doing this?" to "What is the cost of being left behind?" Is the instinct to be a safe pair of hands, protecting our organisations from the latest vision of techno-utopia, becoming the very real risk of inadvertently leaving them vulnerable to missing out at best, being totally eclipsed at worst?

Euan Semple, former head of the BBC's DigiLab and author of Organizations Don't Tweet People Do, will examine what these changes mean for people in business, how they represent a new wave of exciting opportunities for 21st century organisations and what lies in store for managers and the role they will play in the future of work.



ONE-TO-ONE EXECUTIVE LEADERSHIP COACHING

Having a dedicated coach is an invaluable pillar of support for any business leader. An executive coach helps individuals identify paths of professional & personal progress and act on the desire to learn & grow.

Whilst the coach can only offer you a short one-on-one session, it is hoped this initial informal discussion will help you, amongst other things to:

- Review and clarify your personal and business goals, shorter term and longer term.
- Reflect upon what is currently working and not working, and what is important to you.
- Explore options and consider what could change, what would make the biggest impact and how to move forward.

- Come away with some high level actions and commitments that will make a real impact for you.



COACHES: STUART PICKLES, LEADERSHIP COACH, MENTOR, FOUNDER & DIRECTOR, AIM HIGHER LEADERSHIP, CHERYL WHITE, CONSULTANT PARTNER, AIM HIGHER LEADERSHIP, PETER LACHECKI, CONSULTANT PARTNER, AIM HIGHER LEADERSHIP, PAUL JONES, DIRECTOR, TEAM SUCCESS



CFO ONE-TO-ONE ON WORKING OVERSEAS: Richard Turner, Group Chief Financial Officer, Jagal Group

Ever wondered what it would be like to work overseas.... tax free, golf , sailing and sunshine every day?

This one-to-one session will offer delegates the chance to informally explore with a fellow professional CFO, the good, the bad and the ugly about working overseas. Discuss how to secure and win the role and how to survive in the new environment and culture. Discuss ideas and share experience so as to excel in the new role.

Richard has lived and worked overseas for a number of years in Asia, Middle East, Japan and Africa as a CFO. Building up a broad experience over a number of sectors, he will offer fellow colleagues an opportunity to share knowledge and ask questions, as we continue to learn together. The session will be tailored to you and focused on practical experience.

Richard Turner has over 30 years experience in finance. He is currently Group CFO of the Jagal Group and is based in West Africa . Prior to this, he was CFO of Abu Dhabi Ship Building plc. Please see LinkedIn for further information.

PEER TO PEER DISCUSSION GROUPS

Please note these sessions are peer-to-peer facilitated discussions and not formal presentations.

DEVELOPING CUSTOMER FOCUSED FINANCE TEAMS: Euan Semple, Author, Speaker & Business Strategist



Irrespective of the industry, customers are becoming ever more demanding. They have less time and want solutions that make their lives easy, quick and simple. Marketing teams are important in ensuring your company's customer proposition is best positioned in a crowded marketplace. However, it is the finance function that is best placed to bring about a transformational shift that ensures the customer is at the heart of what you do without damaging commercial outcomes?

This interactive discussion group, moderated by Euan Semple, will look at how the finance function can be instrumental in driving a customer orientated culture, including looking at questions such as:

- Who is the customer?
- Does the organisation know what the customer wants, and measure satisfaction?
- Have service standards been defined?
- Living the brand! Do organisational values reflect the customer needs?
- Is there a clear link between customer satisfaction, employee satisfaction and profitability?



TURNAROUNDS: THE EQUITY EXPERIENCE: Colin Bramall, Turnaround & PE CFO

Business turnarounds and private equity are frequently discussed topics in the industry press but just what is it like to be the CFO acting as the linkman between investors / lenders and the business?

This interactive peer-to-peer discussion group, moderated by Colin Bramall, a CFO with extensive experience of working as a CFO in a number of different PE backed businesses, will explore in no particular order:

- When is a turnaround, a turnaround? The call to action.
- A breach of covenant – who is charge.
- Managing the CEO, the shareholders and the lenders.
- The end game.

Delegates are welcome to share questions with Colin and the group as well as their own experiences.

Attendees from all walks of finance are invited to join the session, not just those with direct experience PE / turnarounds.



COMMUNICATION SKILLS: THE KEY TO FINANCE BUSINESS PARTNERING: Andrew Sawers, Freelance Business and Financial Journalist

Top of the list of 'soft skills' required by finance professionals these days is communication. While the meaning of the word seems clear enough, it's one of the biggest hurdles facing finance as it moves increasingly towards a true business partnering role.

This discussion group will talk about and share experiences of some of the key communication issues that finance directors need to be aware of when realising that cold, brutal logic isn't enough to get the point across. The discussion will focus upon:

- *Different communication styles for different conversations:* the CEO, the board, business unit leaders, finance staff, finance providers.
- *Two ears, one mouth:* are you hearing what they're trying to tell you?
- *Across the finance function:* ensuring your team members are communicating effectively with their counterparts.



BUILDING DIVERSE & HIGH PERFORMING FINANCE TEAMS: Colin Bramall, Turnaround & PE CFO

Is your team a high performing team? Does it include a diverse range of people with the best skills sets for your business? Many of us might reply "yes I hope so" or "yes, most of the time", but how can we be sure? How does your leadership style and behaviour, and that of the members of your team impact on how the team develops and performs?

High Performing Teams will help businesses create a cooperative environment that will support improved individual, team and company performance, drive efficiencies and deliver happy motivated employees

This interactive peer-to-peer discussion group, moderated by Colin Bramall, invites delegates to share their experiences and come with questions to put to their peers. The discussion will explore, amongst other areas:

- Identifying the key requirements for your team to be a HPT.
- How to change behaviour to deliver you team requirements.
- Understanding our behaviour and its impact on others in the team.
- Developing trust and an environment for expression.

PROFESSIONAL & PERSONAL DEVELOPMENT SESSIONS



WHAT CAN WE LEARN FROM LUXURY?: Markus Kramer, Partner Brand Affairs AG

Luxury brands operate differently. At the epitome of branding, these companies fuel dreams and aspirations, fostering great loyalty with their customers and employees – and they generate above average profit margins.

Why so, and what can we learn from this very successful sector? This session explores what a luxury proposition really is, on which dimensions it differentiates, what brand, communications and value principles underpin it – and ultimately what leaders, brands and businesses in any sector can learn from it.

Take a step out of the ordinary and get ready for a close look behind the scenes of a world of glamour and sparkle. A world hidden to most, associated with high price tags and a guaranteed aura of mystique: this session is a perfect way to expand your horizon of known paradigms, create learning and stimulate fresh thinking.



ENTREPRENEURIAL LEADERSHIP - THE KEY TO SUCCESS FOR YOU AND YOUR ORGANISATION: Chris Roebuck, Visiting Professor of Transformational Leadership, Cass Business School

Entrepreneurial leadership is critical to meeting the needs of the 21st century organisation. Typically characterised as 'maximising organisational performance using the skills of the entrepreneur within the corporate environment through entrepreneurial, engaging, ethical and effective leadership', this proactive leadership approach is proven to quickly deliver significant performance improvements. It focuses on the importance of inspiring leadership driving effective internal communication

which enables high performance and brand building. This then links this to external communication and creation of potential brand ambassadors in every employee. In simple terms the quality of leadership you have determines the brand value you get.

In this seminar, Professor Chris Roebuck will challenge traditional leadership thinking via his practical approach 'Mach 2' entrepreneurial leadership, proven to not only enable better brand building and customer focus but also enhance operational risk management, innovation, cost efficiency and transformation for all organisations.

Chris will focus on two key steps based on simple day-to-day actions which will encourage entrepreneurial thinking and inspire high performance in individuals and teams across all roles and functions.



eVALUEation: Roz Savage MBE, Ocean Rower, Author & Executive Coach

In this fast-paced interactive workshop, Roz Savage will invite you to explore the values that matter - personally, corporately, and globally. You will consider what values have driven individuals, companies and countries to great success or dramatic failure. You will gain greater clarity on what your values are and how they will determine your future. You will figure out how you and your organisation become the cover story on Fast Company, and what you will say to the interviewer about the values that got you there. Be prepared to think deep, think hard, and think fast.



YOUR BUSINESS STORY WELL TOLD: Ann Booth Clibborn, award winning TV Producer and Corporate Story Coach

The story is the most powerful model of communication in the world – if professionals really want to get your attention they use a story – movies, novels, documentaries, newspapers and religious texts, all use the story model.

Whether you are planning a presentation, delivering results, launching a new initiative or being interviewed, this work shop will shows you how to steal some of those story techniques and use them, to grab the attention of your audience, keep it and inspire a response.

In this session we will find the elements of your business story that your audience actually want to hear about, and then use some fantastically useful tools and techniques to plot out the way you will tell it to your audience including using a template which will help you build your communication as a flowing story rather than a set of messages, and dump any distracting detail.

We will interrogate the all-important beginnings and endings to the communication, and we explore what really is the purpose of the piece and therefore how best to engineer its success.



LESSONS IN LIFE FROM MY WIFE!: Christopher Barrat, International Speaker & Author, The Greystone Partnership

You may have heard of the seven wonders of the world, you may know the '7 habits' of highly effective people, you may know the seven deadly sins.....

More important, amusing, relevant and useful than all of these are the seven 'Lessons in life from my wife' – if you can take these on board you will truly be effective in all you do, both business and personal

In this informative, challenging and fun session, you will be taken through true stories and the learning that comes from them - including:

- How to win arguments.
- How to stay positive when others are really annoying.
- How to live with change.
- How to stay young.

Based on 7 true stories each one tackles an important a key skill of living and working effectively in modern life. You will leave with new energy, enthusiasm, insights and strategies to cope with the ups and downs of modern business life.

THE BRAND OF YOU: Christopher Barrat, International Speaker & Author, The Greystone Partnership

There has been a fundamental shift for power in business life. Hierarchical structures and status have been replaced by matrixed networks and influencing skills.

In this new world the 'Brand of You' is more important than ever – this is the building block on which your power and influence within (and without!) an organisation will be built. In this workshop you will get some simple tools, techniques and tips on how to understand the 'Brand of You' , and how to develop it into supporting you in all you do.

- Understand your personal brand.
- Tools to analyse and improve.
- Behavioural models you can work on.
- Techniques to boost impact and influence.

With a good deal of information, interaction and humour this will be a lively workshop that gives you lots to think about, reflect on, and act for the future.

NORTH AND SOUTH - CHEESE & WINE TASTING: Steve Parker, Founder, Hampton Cheese and Wine Company



in the sin-bin.

With the Rugby World Cup being held in England this autumn, this innovative tutored tasting is adopting the theme and comparing cheeses from the Northern Hemisphere and wines from the Southern Hemisphere. Come along and see whether you can tackle all the cheeses and pass all the wines, without any of them ending up

Steve's lively and entertaining presentation style is informal and informative meaning you will taste some amazing cheeses and wines whilst learning a whole pack of information at the same time.

TOUR DE FRANCE - CHEESE & WINE TASTING: Steve Parker, Managing Director, Hampton Cheese and Wine Company

France is home to some of the world's greatest cheeses and wines and this tutored tasting will give you the opportunity to try some of them in a series of carefully chosen pairings.

Five delicious tasty cheeses have been matched with five iconic French wines to give an amazing flavour sensation for you.

Steve's fast paced and informative presentation style brings the cheeses and wines to life with fascinating and amusing stories about their origins and histories.

SUPPLIER PRESENTATIONS

APPROACH FORECASTING WITHOUT A SENSE OF IMPENDING DOOM: DELIVERING ACCURATE, AGILE AND ADAPTABLE PLANS: Nick Patrick, Sales Director, Sempre Analytics

Client case-study: Richmond Fellowship

Session content & key themes covered:

- Find out how to transform planning processes, get closer to the business and help achieve objectives in and outside of finance.
- Learn how accuracy is improved through a planning process owned by finance but used operationally engaging all areas of the business in the cycle.
- See how financial plans have benefitted from greater cross department collaboration through better ways of getting data out to the organisation.
- Rapid adoption and excitement in the business as for the first time, stakeholders are seeing and making decisions on KPIs early on in the process.
- Understand how Richmond Fellowship have been able to react quickly to changing climates through more detailed financial planning and reporting, in and outside of finance.

IS BRITISH POLITENESS DETRIMENTAL TO BUSINESS?: Andrew May, Head of Sales, WebExpenses

Session content & key themes covered:

- 78% of Office based managers believe politeness could be costing their business money.
- A look at the key findings from the study and problematic areas
- Why is this an issue? The psychology behind our politeness.
- Balancing politeness and assertiveness.- Tips for successfully managing the challenge.

OXFORD HEALTH REAP BENEFITS WITH INVOICE AUTOMATION WORKFLOW: Nick Dunnett, UK Managing Director, ITESOFT UK

Client case-study: Oxford Health NHS Trust

Session content & key themes covered:

- Leading you to the future of accounts payable, as an intuitive integrated set of software applications, this solution offers extensive features for automating and steering accounts payable processing from end-to-end. How to leverage real time for decision making in P2P.

Case Study content:

- OHFT aimed to achieve financial spend control and visibility through supplier invoice automation and the ability to access to information on demand.
- Main Challenges of the AP Department.
- Discover how OHFT now have a fully auditable process; able to identify the approval process efficiently with reduced invoice processing costs and reduced processing staff.

WORKING CAPITAL OPTIMISATION: Simon Stanley, Manager B2B Payments, American Express Payment Services

Client case-study: Westcoast

Session content & key themes covered:

- American Express' payments solution gives Westcoast more days to pay than previously experienced.
- The working capital solution is advantageous for Westcoast.
- The payment period of up to 58 days is longer than the conventional arrangement with suppliers.
- Days payable outstanding (DPO) are increased and Westcoast's working capital is optimised through American Express' working capital solution.
- Westcoast can access the multi million pound credit facility that it has with American Express. This incremental capital facility enables Westcoast to buy at competitive prices.
- Westcoast's suppliers benefit from American Express' working capital solution, they receive payment more promptly. This decreases their days sales outstanding.



The Finance Directors' Forum qualifies for CPD credits. All delegate attendees will receive a CPD certificate after the event.

For further information please visit www.fdforum.com, or contact:

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