

CONFERENCE PROGRAMME

10 - 13 October 2012, Aurora

OPENING KEYNOTE: BEYOND THE HORIZON WITH MONTY HALLS

In the uncertainties of the modern world, successful individuals and teams must be adaptable and responsive to change. Drawn from over twenty years of observing people all over the world, explorer and TV presenter Monty Halls will explore the dynamics of the team, the individuals within it and the common themes of how we all deal with change.

Illustrated with stories of individuals and teams getting it magnificently right and hideously wrong, Monty's unique insights will help you evaluate your personal ability to respond to change and how to keep sight of your goals in an ever shifting environment.

Monty Halls is a writer, explorer and television presenter. A former Royal Marines officer, he left the services in 1996 to pursue a career in leading expeditions. Over the next decade he circumnavigated the globe four times on various projects, leading multi-national teams in some of the most demanding environments on earth. Monty has presented numerous documentaries, most notably 'The Great Escapes' series and 'Great Barrier Reef'. He continues to run expeditions and diving trips from his fully equipped corporate training facility in Dartmouth.

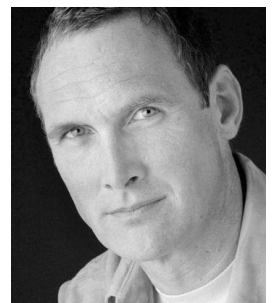


KEYNOTE: TAKE IT ON THE CHIN - HOW CRITICISM AFFECTS YOUR LIFE AND BUSINESS - AA GILL

Whether you like it or not, criticism is at the heart of all business. Be it through traditional methods or newer digital channels, everyone has to offer honest criticism and more importantly companies need to listen to it.

Giving it and taking it are undoubtedly two of the most difficult aspects of the working life. To do it well and without too much collateral damage or misunderstandings is a necessary skill. It can also be one of life's most vicious pleasures.

A.A. Gill was born in Edinburgh. He is the author of two novels, *Sap Rising* and *Starcrossed*, books on three of London's most famous restaurants, *The Ivy*, *Le Caprice* and *Breakfast at the Wolseley*, two travel books, *A.A. Gill is Away* and *Previous Convictions*, *The Angry Island: Hunting the English* and, most recently, *Table Talk and Paper View*.



He is the TV and restaurant critic for the *Sunday Times* and is a contributing editor to *Vanity Fair*, *Esquire* and *Australian Gourmet Traveller* magazines. He lives in London and spends much of his year travelling.

KEYNOTE: THE EUROPEAN ECONOMY UNDER THE SPOTLIGHT

We are bombarded daily with economic jargon surrounding Europe's financial state of affairs, but these get in the way of understanding the real causes of the crisis, and what might be done about it.

Cass Business School's Guy Fraser-Sampson, author of "The mess we're in", will explain that there is an alternative school of thought which, though it enjoys a long history and numbers Nobel Prize winners among its adherents, has been largely ignored, and even suppressed.

Yet it may be these 'forbidden books' which point the way to organising our affairs in a different way so as to arrive at a long term and lasting solution to our problems, rather than a succession of short term fixes.

Guy will encourage you to look at the world in a very different way, in the hope of sparking a new understanding of our problems. **Guy Fraser Sampson, author & Senior Fellow, Cass Business School**



Seminars and Workshops

Global economic update : where is the world economy going?

Doubts remain over global economic prospects, with most consensus forecasts being for very slow growth for some time to come. Is this a crisis of competitiveness for the developed economies, or is it a signal of some deeper malaise?

Guy Fraser-Sampson, a Senior Fellow at Cass Business School and economic commentator, will outline various possible scenarios for the future of the world economy, where it is going and how it will affect business growth.

Guy Fraser Sampson, Author & Senior Fellow, Cass Business School

Managing performance improvement and strategic cost management

This combined session deals with some more strategic issues associated with getting more economic value out of businesses. It will deal with:

- What are business turnarounds and how do we manage these?
- What are the lessons for improving business performance more generally?
- Performance drivers-what are these and how can these be diagnosed and managed.
- Prioritising options for breakthrough.
- Costs as an area of breakthrough-managing costs strategically.
- Diagnosing cost issues: value and cost drivers, evaluating options and understanding and influencing stakeholders.

Dr. Tony Grundy, Visiting Lecturer in Strategy, Corporate Finance and Governance, Henley Business School

Engaging with and motivating your workforce during a downturn

During these difficult economic times, most organisations are being forced to make changes to the way in which they operate, whether it is through downsizing operations or just working in different ways.

One of the challenges during any process of change is keeping your employees on side and ensuring that they embrace the change.

This workshop will look at strategies for keeping employees motivated and engaged throughout any process of change and will focus on this from a finance function perspective.

It will look at:

- Building trusting relationships and shared understanding.
- Communication and Consultation.
- The psychological processes involved in change.
- The Skills that finance leaders need in order to successfully engage employees.

Sharon De Mascia, Director, Cognoscenti Chartered Business Psychologists

Achieving growth in tough markets through innovation

Achieving growth in the middle of a tough economic climate is not easy. This session sets out some of the factors that can drive success including:

- Understanding your motivation to innovate.
- Creating a culture of innovation.
- Knowing which innovations to invest in.
- Developing a sustainable business plan.
- Using your supply chain to deliver innovation.

Mark Abraham, Finance Director, Wilson James Ltd

How cloud computing is FINALLY delivering on the Performance Management promises of the past

New cloud technologies are transforming the old ways of buying, implementing and maintaining traditional Operational Business and Performance Management systems, delivering dramatic improvements in operating margins and time to value. This session will focus on the areas of:

- Large scale implementations in 2-3 months not years.
- 10 - 20% of on-premise Total Cost of Ownership.
- Eliminate IT and consulting dependencies.
- Automated transparency for regulatory compliance.

Guy Haddleton, Co-Founder & Chairman, Anaplan

Board dynamics: maximising board effectiveness through better interaction

Especially in the current climate, every board needs to be fully effective yet many directors admit they are not. Good processes and governance only solve part of the problem - the remainder lies in the way board members interact which has a major impact on a board's ability to review information and to make decisions.

This workshop looks at how people interact on boards and how they can become fully effective.

It will:

- Discuss people's personal styles and how these shape their contribution to a board.
- Show how poor interaction undermines board performance.
- Describe a powerful but practical model of board interaction .
- Discuss the importance of a balanced board.
- Show how to use the model to increase board effectiveness.
- Outline how the balance of the board needs to change throughout the organisation's lifecycle.

Tony Kellett, Director, Boardroom Associates

Discussion Groups:**Sustainable talent strategies: meeting generation 'Y's expectations and attracting the best**

Generation 'Y' is typically defined as those individuals born after 1980. They were born in an era that is more ethnically diverse and more technologically advanced than those that came before it.

The current economic situation has forced many organisations to change their approach to talent management and many have had their overall budgets for talent management reduced given these developments, how do you continue to retain and attract the best talent of generation 'Y'?

This interactive peer-to-peer discussion group will ask the FDs delegates to explore the following:

- What are the perceived differences between generation 'Y' and other generations?
- What has your company done to accommodate those differences?
- What more could you do?
- What have other companies done to better align themselves with the needs of generation 'Y'?

Moderator: Sharon De Mascia, Director, Cognoscenti Chartered Business Psychologists

Coping in a crisis

No CEO wants his business hitting the news in the context of a 'debacle', a 'fiasco' or a 'shambles', yet these are exactly the terms applied when organisations and their FD's fail to successfully deal with a crisis. In today's environment where disastrous disruptions can occur and the threat of business discontinuity is real FD's need to be ready for action.

This interactive peer-to-peer discussion group will explore questions such as:

- What emerging trends are impacting the FD's crisis worry list (i.e. cybercrime, social media, terrorist activity, etc.)
- What new tactics, processes and procedures are being implemented in FD's incident management and crisis resolution tool kits?
- FD's typically use to support crisis teams now they are finding themselves leading them, how is the role of an FD in a crisis changing?
- Louis Pasteur said that "chance favours the prepared mind". What best practices are FD's using to prepare their businesses to manage the shock of a crisis?

Moderator: Nick Sharples, Corporate Communications Director, CrisisVu

Boardroom influence & dynamics

This interactive peer-to-peer discussion group will look at:

- Examples and experiences of what comprises a functional/dysfunctional board.
- Different types of people and skills sets: how to interact with and get the best out of other board members.
- Maximising board effectiveness and how the FD can facilitate this using finance as a common language.

Moderator: Tony Kellett, Director, Boardroom Associates

Strategic leadership

This interactive peer-to-peer discussion group will look at:

- As FD what do we see being a strategic leader as being about?-both within and outside the finance department?
- If we were to look at this as being a Strategic Influencing role, what things might we see that as having an influence on, and how could that be done?
- What would the constraints be in playing that role, and how could these be reduced?

Moderator: Dr. Tony Grundy, Visiting Lecturer in Strategy, Corporate Finance and Governance, Henley Business School

Supplier Presentations:

The Gap Partnership - An introduction to the behaviours of an effective negotiator

Come to this presentation to understand why effective negotiators:

- Do not sell.
- Always leave the other party satisfied.
- Are not their feelings.
- Assess and exercise power.
- Build trust.
- Seek out low-cost/high-value trades.

Graham Stimpson, Partner, The Gap Partnership

Leading Resolutions – ‘Turning tin into gold’ - the alchemy of managing IT for value in the 21st century

- Accountable for IT? - how to create a strategy to keep you ahead of the game.
- Survival of the fittest? - skills needed for the 21st century executive accountable for IT.
- Head in the clouds? - key questions for testing if your organisation is cloud ready (and understanding the implications).
- Data, data everywhere...? - developing a data ownership strategy that gets people talking?
- The magic formula? - a practical guide to the alchemy of successful enterprise IT.

Clive White, Chief Operating Officer, Leading Resolutions

Power Efficiency - The energy dilemma - 10 reasons why every MD / FD should make sure that energy management is on the boardroom agenda

According to figures produced by the UK Government, poor energy efficiency is costing British business £6.3 billion a year, so it is clear there is massive room for savings.

With shareholders and other stakeholders increasingly looking to hold the board accountable for energy and carbon reduction, getting to grips with energy should be a top business concern.

Senior management can be reassured that, to solve this problem, there are various financing deals available which make energy efficiency projects relatively easy to capitalise.

Not only do these financing deals transfer the risk of solving the problem, they also provide rapid rates of return through savings achieved. However, accessing and approving these financing deals is going to need the attention, understanding and approval of both the MD and the FD.

This is why we believe that energy needs to become a top agenda item in every boardroom. In this presentation, we explore 10 key reasons why energy management should become a boardroom priority.

Carl Roberts, New Business Director, Power Efficiency

The Miles Consultancy - HMRC Mileage Compliance - 8 out of 10 fail...

- Mileage claims is the No. 1 item on your Revenue Inspector's compliance list
- Your Revenue Inspector's first 5 questions - you need to answer yes to all of them
- What should you be doing as a minimum?
- What are your options?
- If you don't - what's the risk?

Paul Jackson, Managing Director, The Miles Consultancy

Professional Development:**Does your organisation have a built-in innovation u-bend?**

Despite the talk and the push towards cross functional ways of working, networking and greater external engagement - in the main we still organise our business traditionally.

So that's finance, marketing, sales, HR, ops/supply chain right? The big question is, does functional excellence still rule or does it slow down and even clog innovation? Is it stopping you embracing new technology, ways of working, behavioural change because it doesn't quite work when you overlay it on your business structure? And, when that happens, what is your chosen course of action? So - plunger, re-plumb or procrastination, which is your preference for free-flowing innovation.

Nina Dar, Founder, Cheeky Monkey Business Solutions

The art & science of influence & persuasion

How to increase your personal influence across your organisation and with your customers. You will be presented with the latest technologies around human communications & influence and, of course, getting the chance to apply these during the session. This will include:-

- Techniques to increase your presence & influence across a range of situations.
- Develop greater behavioural flexibility and confidence in pressurised situations.
- Get into "The right state" not "A right state" – what can we learn from our own neurology?

Ed Luttrell, Director & Principal Coach, Blue Bamboo Consulting

The keys to a successful work/life balance

The boundaries between work and life balance are becoming increasingly blurred due mainly to the advances in technology. So how do you create work that is fulfilling, satisfying and financially rewarding whilst maintaining a life balance that works for you. This practical workshop promises no magic answers just a range of robust strategies, techniques and insights that make the sometimes impossible infinitely easier to achieve.

Hilary Wilson, Managing Director, Hilary Wilson Associates Ltd

The art of leadership

Delegates will be presented with leading edge leadership tools and have the opportunity to work through pertinent issues, using models that can then be replicated back in the workplace, including:

- Visioneering (leading with passion, conviction & inspiration)
- Mission (understanding your leadership in various contexts).
- Role (aligning your vision & your mission with your role & other people's expectations).
- Ambition (aligning your personal ambition to your leadership).

Ed Luttrell, Director & Principal Coach, Blue Bamboo Consulting

Networking skills for success

Direct marketing, selling and promotion all have their place in helping to grow sales. However there is a new and powerful force that is proving to be incredibly successful in helping business development – networking.

The good news is that it is a skill – and that means that even if this does not come naturally to you, you can learn to be good at it. In this amusing, informative and very practical session Christopher Barrat will take you through some of the key steps in learning how to get ahead in developing and maintaining your network. This session will give both a structure and process to networking, and in addition will focus on the vital elements of choosing the right context, and delivering the right content.

It will look at:

- Where to network and why
- The physics of managing conference events
- Meeting and greeting new people
- Interpersonal skills on impact
- Getting the right message across
- Leaving people who are boring you
- Following up effectively – the use of social media

Christopher Barrat, Director, Greystone Consulting

For further information please visit: www.fdforum.com

Or contact:

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