

CONFERENCE PROGRAMME

8 - 11 October 2014, Aurora



OPENING ADDRESS (WEDNESDAY): THE FUTURE OF CUSTOMER NEEDS, BEHAVIOUR & COMMUNITY VALUES: Mary Portas

Mary Portas, Chief Creative Officer at Portas, retail consultant, television personality and government adviser on the future of the high street in Britain will headline this year's Finance Directors' Forum. A huge variety of influences have impressed upon Mary the importance of responsible corporate behaviour and a very deep respect for the drivers of all of our economic engines – the people who pay for them.

Tasked with finding solutions to the long term decline of Britain's shrinking high streets in 2011, she offered the government 28 separate recommendations, many of which are already bearing fruit. From leading efforts to re-create British clothing manufacturing to re-imagining charity shops as profitable community hubs, Mary Portas's vision of how we will live and shop in the future is well placed to illuminate her topic: The future of customer needs, behaviour and community values.

Mary Portas is widely recognised as one of the UK's foremost authorities on retail and brand communication, and has a multitude of expertise; business woman, advertising executive, retail expert, Government adviser, broadcaster and consumer champion. Beginning her retail career in John Lewis, Boots, Harrods and Topshop, she joined Harvey Nichols, progressing to the Board as Creative Director in 1989. She was credited with leading its transformation into a world renowned fashion store. In 1997 Mary left Harvey Nichols to launch an agency, Yellowdoor, which has made its mark in the creative advertising landscape and in January 2013 she re-launched her agency with a new name and brand: Portas.

Inspired by her weekly 'Shop!' column in the Telegraph Magazine, Mary began her television career in 2007 when her efforts to rescue failing independent boutiques were documented by the BBC2 series Mary Queen of Shops. Mary's continued advocacy of our High Streets led to her receiving a commission from the British Government to lead an independent review. She delivered her report on the future of our High Streets to the Prime Minister, in December 2011, outlining 28 recommendations to rescue failing High Streets, and her work has been a catalyst for community regeneration, and the re-visioning of high streets across the country.



CONFERENCE CHAIRMAN: David Smith, Economics Editor, The Sunday Times

David Smith has been Economics Editor of The Sunday Times since 1989, where he writes a weekly column. He is also an assistant editor, policy adviser and chief leader-writer. He has won a number of awards, including the Harold Wincott award for Senior Financial Journalist of the Year (2004). David is a regular contributor to the CBI's Business Voice and Tax Journal and writes a monthly commentary for the Richmond Events' website. He is the author of a number of books and is a visiting professor at Cardiff and Nottingham universities.



KEYNOTE ADDRESS (THURSDAY): DEVELOPING THE RESILIENT WORKFORCE - WHAT EVERY MANAGER NEEDS TO KNOW:

John Amaechi Psychologist, author & former professional athlete, Amaechi Performance Systems

Work-related stress costs the UK economy over £6.5bn each year, a symptom of today's high-challenge, high-presenteeism workplaces. Resilience-enhancing leadership is the antidote to this performance-sapping phenomena.

In this keynote address, John Amaechi will highlight the issues of workplace anxiety. He will then delve deeper into the individual characteristics and leadership behaviours that will improve employee resilience and reduce negative impact on organisations.

Focusing on the personal (self-awareness of our perspectives and biases) and the interpersonal (our interactions with others), John will show how all leaders can play a significant role in creating a workplace that engenders resilience and wellbeing.

John Amaechi OBE is an psychologist, high-performance executive coach and New York Times best-selling author working in both Europe and North America. He works with medium to large size institutions: business, educational and philanthropic; to help them assess, manage, maximize and retain their human capital. He is also internationally known for his contribution to brands understanding how to energise and use cause-marketing, corporate social responsibility as a client and personnel engagement tool. John analyses personnel and strategy, facilitating intra-organisational communication and tackling problems that diminish workplace cohesion and performance. He has created a diagnostic process that allows clients to quickly get to the heart of their challenges and set new targets.

John has been recognised by the British government and the Queen with his appointment as an Officer of the Order of the British Empire (OBE). He is an accomplished, motivational communicator with experience addressing a diverse cross-section of people, including an impressive list of international corporations, charities and world-class educational institutions. He has appeared on such outlets as BBC Breakfast, The Daily Politics, MSNBC, CNN, FOX Business, Newsnight, The Daily Show with Jon Stewart, Sky News, Real Time with Bill Maher, Oprah and many more speaking on issues of organisational performance, workplace communication, culture, identity and inclusion. John is able to set and maintain tone, as well as use wit, warmth and an acute insight to link the individual facets of any organisation and truly connect with the people with whom he works. His demeanour and experience allow for an inspiring, entertaining and unforgettable interaction that prompts enduring change.

John will also be running a workshop.

KEYNOTE ADDRESS (FRIDAY): THE AUTOMISATION OF LIFE AND WORK IN THE



AGE OF SMART MACHINES – WHERE DO WE FIT IN?: Dr Stephan Sigrist, Founder & Head, The W.I.R.E Think Tank

We explore how society is reorganising itself to get back in control given the technological-driven lives we now lead. Are selfless driving vehicles the norm? Do we want our fridge to re-stock itself? Can technology save us from burnout? What are the consequences of a real time Google Earth? To what extent will 'things' take control of us?

We already know that the internet has altered how our brains naturally function. The next phase of innovation may well be a reduction of complexity as opposed to generating ever more possibilities. It is then our job to ensure that humans remain in the driver's seat on the journey to our future.

This keynote address will focus upon and provide key learning on the following:

1. Assessing long term drivers of change and linking them to strategies.
2. Identifying chances and risks of a data driven economy and society.
3. Developing solutions on how to make companies and people fit for the life in the area of automatisisation.

Stephan Sigrist is Founder and Head of the W.I.R.E. Think Tank (Web for Interdisciplinary Research & Expertise), focusing on developments and trends in the life sciences, business and society. He is the author of various publications and specialist articles, including books such as 'Mind the Future – Compendium for Contemporary Trends', 'Domino – Handbook for a Sustainable World' 'Health Horizons – A Guide to the New Health Markets'.

Dr. Stephan Sigrist will also be running a professional development workshop - further information below.

AFTER DINNER ENTERTAINMENT (THURSDAY): Lovetrain



Lovetrain were formed in 1996 with the soul intention of bringing disco to the masses. Since then, they have evolved into a highly regarded and in demand band. Their slick, fun, feel-good shows have delighted thousands of fans across the UK and won them rave reviews from a wide demographic. Their aim is to make every night a Saturday Night, with razor sharp renditions of timeless classics you cannot help but dance to. Party pumping bass lines combine with soaring vocal harmonies to ensure a packed dance floor on a trip to Boogie Wonderland!. Lovetrain have performed all over the world and have even attained Royal approval!



AFTER DINNER SPEAKER / ENTERTAINMENT (FRIDAY): David Schneider, Actor, Writer & Director

David Schneider is an actor, writer and director who's probably best known for his work in TV shows such as *I'm Alan Partridge* or movies such as *Mission Impossible* and *28 Days Later*. An avid tweeter with 160,000 followers and counting, he set up the social media agency *That Lot* in 2013 in a desperate attempt to justify the amount of time he spends online to his family. Chosen as Radio 5's tweeter of the year, he's established himself as one of the most distinctive comedy voices online with his opinions on the dullest tweet ever, the Cookie Monster's social media meltdown and why you should never trust a Pope on Twitter. He recently did a Tedx Talk *Is The Internet Making Us More Stupider?* which will be online soon (the answer is "Yes").

INDUSTRY CASE-STUDIES, SEMINARS, WORKSHOPS, PANEL SESSIONS & PROFESSIONAL DEVELOPMENT

THE FD KNOWLEDGE EXCHANGE (PANEL SESSION) Moderator: David Smith, Economics Editor, The Sunday Times



As a senior finance professional, how often do you get an opportunity to ask for advice and opinions from fellow CFOs/FDs - especially those with a wealth of experience? It's easy enough to get answers on technical questions from your auditor - but what about the best ways to communicate, influence your board colleagues or handle tricky situations? What about your next career move? Operating under the Chatham House Rule, this panel is the ideal forum to share your thoughts.

The "FDs Knowledge Exchange" panel session will allow delegates to ask the views of senior CFOs / FDs with a wealth of experience across a number of different areas. Questions are welcomed on a whole range of areas from boardroom politics, becoming a NED, turning companies around, mergers & acquisitions, private equity, entrepreneurship, growing companies, investor relations, strategy.. anything, in fact, that you've wanted to discuss with fellow FDs, but have never had the chance.

**Panel: Caroline Bradley, Group FD, Tenet Group, Dave Mottram, FD, Siemens plc
Ken Sutherland, Director of Finance & Business Services, National Farmers Union
Richard Turner, Group CFO, Jagal Group**

CFO FOCUS: DRIVING THE RFU AND THE GAME FORWARD THROUGH TO THE RUGBY WORLD CUP 2015 AND BEYOND – AN AUDIENCE WITH STEPHEN BROWN, CFO, RFU



Stephen Brown joined the Rugby Football Union in 2011 from the UK operation of Abbott, the health care company, where he was finance director for five years. He has also worked for British Energy and the NHS and is currently CFO of both the RFU and the world cup delivery company, England Rugby 2015.

In this session Stephen will share with David Smith what it has been like to join the RFU at a time of change and his role in helping the RFU's executive leadership team enter the next phase of their development. The session will also cover his role in driving the RFU and the game forward through to the Rugby World Cup 2015 and beyond and how he has seen the evolution of the FD/CFO role during his career. As with so many contemporary senior finance practitioners, his role encompasses many areas of responsibility: HR and people development, Information Technology, International Relations and Procurement as well as the usual range of group financial responsibilities.

Time will be left at the end of the session for questions from the audience.

Stephen Brown, Chief Financial Officer, Rugby Football Union being interviewed by David Smith, Economics Editor, The Sunday Times

CFO FOCUS: A WEALTH OF EXPERIENCE IN THE UK BANKING SECTOR - AN AUDIENCE WITH NEERAJ KAPUR, CFO, SECURE BANK TRUST

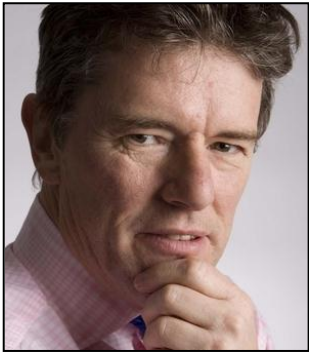


Neeraj Kapur is Chief Financial Officer and Executive Director of Secure Trust Bank PLC. He has over 22 years' financial services experience spent in both the accounting and banking sectors. He is a Chartered Banker, a member of the ICAEW Council and Chair of its Financial Services Faculty. Neeraj spent 11 years working in professional practice before joining RBS in 2001 and has undertaken a number of roles which included Chief Financial Officer of Lombard North Central PLC.

In this session Neeraj will share with David Smith his impressions of being in the financial industry during the most turbulent economic period in recent memory, his experiences of the sector as a whole over the past two decades as well as his thoughts on the future of banking in the UK. The session will also touch upon his views on the evolution of the FD/CFO role during his career.

Time will be left at the end of the session for questions from the audience.

Neeraj Kapur, CFO, Secure Bank Trust being interviewed by David Smith, Economics Editor, The Sunday Times



GLOBAL ECONOMIC OUTLOOK: David Smith, Economics Editor, The Sunday Times

The years since the crisis have been an age of instability but the past 12 months has brought significantly stronger growth in Britain and some other countries. Are we now over the worst and, if so, what is in prospect? Should we still look to a future driven by China and India, the new emerging giants, or can America and Europe reassert themselves? David Smith, Economics Editor of The Sunday Times, will look at the risks and opportunities in a fast-changing global economy and share his views

on what is in store.



RAISING THE CAPABILITY OF THE FINANCE FUNCTION ON A GLOBAL SCALE: Chris Brooks, Former Director - Finance Academy, TUI Travel Group

This case-study workshop, run by Chris Brooks, MD of CMB UK Ltd and former Advisor - Group Learning Management System at TUI Travel Group will focus upon:

- Creating a global Finance Academy from nothing - why, how, lessons learned.
- Cross cultural engagement - 2000 staff self-registered across 42 countries.
- Matching business needs to content to raise capability
- The impact upon the TUI Travel Group and it's future plans.
- Compare & contrast – how does this fit with your experience and your organisation.

Chris Brooks has 28 years experience in finance and business. He has held senior roles at companies including Boots, Barclays, bgl, Colopast and most recently as the Director of the Finance Academy at TUI Travel Plc (September 2012-2014). Chris is currently the Managing Director of CMB UK Ltd.



KNOWLEDGE EXCHANGE: PREDICTING THE BUSINESS WORLD OF THE FUTURE: Dr Stephan Sigrist, Founder & Head, The W.I.R.E Think Tank

This knowledge exchange workshop will bring together delegates working in the worlds of finance, IT and marcoms and ask them to debate the macro issues facing the future world of work. Trend analyst and head of think tank W.I.R.E, Dr. Stephan Sigrist will facilitate a series of one-to-one discussions between participants, posing questions around business critical issues like next gen talent, data and technology. Dr. Sigrist will then crystallise the

shared feedback from the group into a set of thinking points and a clearer view of the collective challenges facing businesses today and tomorrow.



SUCCESS AND FAILURE IN BUSINESS: Dr Jules Goddard, Research Associate, Management Innovation Lab & Fellow, London Business School

Why do some companies consistently outperform their competitors? The results of an on-going research study at London Business School show that firms adopt one of two general managerial styles: the first stresses the importance of control and coordination, with an emphasis on targets, metrics and rewards, whereas the second

stresses ideation and discovery, with an emphasis on insights, experimentation and organizational learning.

Join Dr Jules Goddard to hear the latest research findings on what, according to London Business School, are the key management decisions that drive success.

BEWARE COST-CUTTING: Dr Jules Goddard, Research Associate, Management Innovation Lab & Fellow, London Business School

In the majority of companies, there is a “fatal bias” in favour of cutting costs rather than investing in wealth creation. On average, boards devote nine times more attention to spending and counting cash flow than to wondering where it comes from and how it could be increased.

Current research is discovering that overall cost leadership is only very rarely a driver of superior profitability – and that competitive success is more often the result of discovering value through insight than efficiency through effort. Join the debate with a group of CFOs and discover how to escape the “fatal bias” in your organisation.

Dr. Jules Goddard is a Fellow of London Business School and member of the Academic Committee of CEDEP at INSEAD. His book ‘Uncommon sense, common nonsense’ was shortlisted for Best Management Book of the Year by the Chartered Management Institute and his article ‘Fatal Bias’ won the Best Management Article of the year in 2013. In recent years, Jules has worked with Professors Gary Hamel and Julian Birkinshaw to establish and promote The Management Lab (MLab) at London Business School, dedicated to partnering with chosen clients in the experimental pursuit of radically different ways of managing talent and organising work. He has been the creator of strategy, innovation and leadership programmes for a wide variety of global companies, including Rolls-Royce, Roche, Rio Tinto, Vinci, Prudential, Microsoft, BG Group and Hewlett-Packard.



CREATING A PERFORMANCE CULTURE THAT STIMULATES COHESION, ENGAGEMENT AND MOTIVATION: John Amaechi OBE, Psychologist, Organisational Consultant, Executive Coach, Author & Former Professional Basketball Player

A high performance culture exists when everyone in the organisation shares the same vision and where they trust and value each other's contribution. Responsibility for creating this positive environment lies with every individual within the business, but the lead must be taken by those at the top. So, as a leader within your company what role

must you play?

Using group activities and scenario reenactment, this interactive session will give delegates a better understanding of:-

- How to move from being a 'group' to a 'team'.
- The role of inclusion and diversity in team and individual engagement.
- The essential nature of motivation and how to inspire enthusiasm and drive.
- Self-determination theory, its components (autonomy, competence and relatedness) and what it means in practice.



ONE-TO-ONE EXECUTIVE LEADERSHIP COACHING SESSIONS

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:

- Identify your own leadership style and gain an independent perspective on it's strengths and weaknesses.
- Identify the leadership teams and dynamics within your organisation and any strategic management issues to be addressed.
- Select any relevant, practical and highly understandable models which could complement you and tap into unrealised potential.
- Assess whether you would benefit from working with an executive coach on a more permanent basis.



Coaches: Stuart Pickles, Leadership Coach, Mentor, Founder & Director, Aim Higher Leadership

Cheryl White, Consultant Partner, Aim Higher Leadership

Mark Katz, Managing Director, Poisson Rouge



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 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.

Richard Turner has over 30 years experience in finance. He has worked overseas for a number of years in Asia, the Middle East, Japan and Africa as a CFO. He is currently Group CFO of the Jagal Group and is based in Nigeria. Prior to this he was CFO of Abu Dhabi Ship Building. Please see LinkedIn for further information.



CYBER SECURITY - PREPARING YOUR LEADERSHIP TEAM FOR THE WORST: Eddie Bensilum, Director, Regester Larkin

Cyber risk is a key commercial and reputation vulnerability that has opened up in recent years, and it is set to stay. While CEOs and boards are now taking ownership of cyber security as a strategic business risk, it has been reported that almost half of chairmen of FTSE 350 companies believe their organisations need to be better prepared to protect themselves against cyber threats.

In this interactive workshop, delegates will act as a fictional multidisciplinary crisis management team and work through an unfolding cyber crisis scenario. They will discuss the potential strategic, reputational and operational impacts of the crisis and how the company might respond. The session will finish by summarising any lessons learned.

Eddie Bensilum is a reputation management expert and splits her time between advising companies on strategic reputation protection and providing counsel and advice to clients on live issues. She leads work for a range of clients and provides strategic reputation management counsel around mergers & acquisitions, restructuring, high profile litigation, life-threatening product and supply chain failure, multiple fatality accidents, and NGO activity. Eddie also provides leadership and personal effective coaching for senior executives, including preparation for high profile media or select committee appearances. Before joining Regester Larkin in 2006, Eddie was Director of Communications for McDonald's Europe.

CREATIVE THINKING AND SOLUTION FINDING: BRINGING COLOUR TO THE GREY



MATTER: Clive Panto, Communications & Creative Thinking Trainer & Writer, Clive Panto Productions & The Effective Communication Group

Creative thinking is an expected and required but often under practiced management skill. In this interactive workshop delegates will get the chance to put their lateral thinking skills to the test in a series of out of the box team challenges which will aid problem solving in an imaginative way.

Clive Panto read English & Law at Queens College, Cambridge. He was called to the Bar, Middle Temple, in 1977. He then trained at the Bristol Old Vic Theatre School. As a communication skills trainer Clive has worked extensively with a number of large, multi-national companies. He has presented at a diverse range of conferences and is an experienced professional speaker in the corporate world, specialising in writing extensively researched, yet engaging and humorous material.



POWERFUL & CREATIVE TEAM BUILDING - THE ANTIQUES CHALLENGE: Mark Katz, Managing Director, Poisson Rouge

Team building is vital to all businesses. So Imagine if your next team building adventure didn't involve paint balls, didn't have your manager doing the 'monkey dance' and there wasn't a hot coal or a clay pigeon in sight!

In fact what if team building was inspirational, fun, creative, punchy, unusual, memorable, short and actually made you and your team think about how you work together..... Well welcome to the antiques challenge – where it's the ideas that are fresh and just the objects that are old!

The Antiques Challenge is a fun activity in which Working in teams delegates can first view and carefully handle a wide variety and selection of antiques. Some are real, some are fake, some are old, some are copies, some are junk and some are extremely valuable! Teams must use their combined intellect, wit, guile and knowledge to try and identify which are the real ones, where they come from, in some cases what their purpose is, how old they are and what they think they are worth. This fast pace session will give you an injection of inspiration, refresh your skills around developing your team and offer you an insight into profiling your own unique preferences and behaviours.

Mark Katz is the owner, founder and MD of Poisson Rouge. For over 20 years now - Mark has specialised in the design, development and delivery of exciting and often unique, performance improvement and team building activities and events. Mark's company - Poisson Rouge - is well known as a leading innovator in the sphere of individual and team performance development, conference production and event management. Mark is a relationship person - his key strengths lie in his ability to communicate effectively in an open and interactive style.



IMPACT AND INFLUENCE: DRIVING YOUR PERSONAL RESULTS: Allard de Jong, Executive Coach, Wisdom8 Coaching

Influencing is a key leadership skill for achieving the results you want. By having a greater awareness of the impact you have on those around you, and others on you, you can develop a range of influencing tools that best suit your style, personality and environment.

This hands-on workshop is for anyone who wants to build their personal brand and influencing skills across the stakeholder mix. Delegates will:

- Gain a greater awareness of the impact they have (and would like to have).
- Identify and work on personal influencing issues and challenges .
- Practice a range of adaptable approaches .
- Create a personal action plan.

Allard de Jong: As an experienced Fortune 500 coach and trainer, Allard de Jong has been solving organisations' 'people problems' and measurably increasing their senior executives' contribution by accelerating their professional development and leadership transitions for the last 13 years. Traveling globally, his work focuses on encouraging emotional intelligence skills and ardently campaigning for the 'coach approach' to leadership across borders and cultures. In his work, Allard further relies on considerable language, presentation and creative skills. In 2006, he co-authored 'Excellence in coaching: The industry's Guide'. He received a Masters Degree in Communications Studies and a Bachelors Degree in International Business. He has trained with the Coaches Training Institute and numerous others.



I DIDN'T KNOW THAT! HOW TO AMAZE AND IMPRESS YOUR FRIENDS AND COLLEAGUES - CHEESE AND WINE SESSION: Steve Parker, Founder, The Cheese and Wine Company

Most people will be very familiar with names of cheeses and wines such as Cheddar, Chateaufneuf du Papes, Stilton, Cabernet Sauvignon, Camembert, Brie but do you know the stories behind these famous names? How were they invented, why are they certain shapes and colours? Why is Red Leicester Red? What is the law regarding Flying Saucers in vineyards? In this fun and lively tasting, we will be sampling a range of matched cheeses and wines with Steve telling some amazing stories about the history of these famous names.

THE ITALIAN JOB - A GUIDED TOUR OF THE CHEESES AND WINES OF ITALY: Steve Parker, Founder, The Cheese and Wine Company

An informal and informative talk with samples guiding you through the many and varied cheese and wines made in this diverse country - from the alpine north west to the sun baked vineyards of the south.

Steve Parker is the founder and owner of The Cheese and Wine Company in Hampton, Middlesex and has featured as one of the Top 5 Cheese Shops in London by The Financial Times and was a finalist in the British Cheese Awards 'Best New Cheese Retailer' and the London Borough of Richmond 'Best Retailer' within 12 months of opening. Following a long career with major drinks companies working with both wine and beer, he founded The Cheese and Wine Company in 2010 with three core values - Taste, Provenance & Knowledge and will be sharing these values with delegates in his sessions.

PEER TO PEER DISCUSSION GROUPS

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



THE FD AS A STRATEGIC LEADER & DRIVER OF INNOVATION?: Chris Brooks, Former Director - Finance Academy, TUI Travel Group

This interactive discussion group will offer delegates the chance to discuss the ever changing role and necessary qualities of the FD including:

- Don't just be a passenger, be the driver - Growing and maintaining a company:
 - How do you create a culture of continuous innovation, customer focus & entrepreneurial spirit? - The process of strategy into action.
 - How can FDs foster and inspire a can-do culture and cement a clear company vision?
 - How do you match business needs and capability to raise the bar?
- New world vs. old world thinking: how do you best stay up-to-date on the possibilities that exist to drive value in your organisation, from technology, methodology, processes to perceptions? And are you up-to-date?
- How can the FD help to make changes sustainable?



THE REALITY OF OUTSOURCING AND OFFSHORING: John Berney, CEO, CIO Plus

This interactive discussion group will be facilitated by John Berney, CEO of CIO Plus. It will aim to surface the common misconceptions encountered with outsourcing and offshoring, explore alternative approaches and arm the group with the ammunition to plan for and deliver much more on the bottom line in the future.

Key Discussion Points will include:

- Why do so many outsourcing deals fail to live up to expectations?
- The contractual reality.
- Quality of service.
- Benchmarking for success.
- Is offshoring right for me?
- Balancing the budget.

THE REALITY OF SYSTEMS INTEGRATION: John Berney, CEO, CIO Plus

This interactive discussion group will be facilitated by John Berney, CEO of CIO Plus. The session will aim to surface the common problems encountered with Systems Integration, explore available solutions and arm the group with the ability to plan for and deliver successful integrations in the future.

Key Discussion Points will include:

- IT due diligence.
- The choice of systems.
- Target operating model.
- Legacy data.
- Balancing the budget.
- Righting projects which already underway.

Session facilitator: John Berney is a CIO of CIO Plus. As well as initially holding CFO roles in several companies John was the CIO at SSE, Cambridge University, Invitel, Wates and Brakes before he set up CIO Plus. John has many years experience of successfully planning and subsequently executing the integration of IT systems, Mergers & Acquisitions, Outsourcing and offshoring and making sure clients get maximum benefit. John is a Chartered Accountant ACA, and holds a B.Sc. (Hons) in Mathematics from the University of Nottingham.



THE ROLE OF THE FD IN CREATING VALUE: Steve Orme, Former FD, and Senior Consultant, Grant Thornton LLP

This interactive discussion group, moderated by Steve Orme will look at the subject of value and the role Finance plays in creating value for the organisation. He will cover some topical areas and seek to establish;

- What is the value of the Finance function (beyond the 1% rule), how can it be measured and what are the drivers?
- Perception > Reality – can the Finance Function ever be considered a “Profit” centre and what is the value perceived by its customers; How can it rebalance its priorities, create capacity and drive value; and for those who are trying to be all things to all people, is this destroying value?

Session facilitator: Steve Orme is an experienced Finance Director who has led large diverse teams and successfully delivered global transformational programmes. He is currently a Consultant for Grant Thornton LLP, working across different sectors and specialising in Finance and Risk change programmes. Steve is a qualified NED and has a portfolio of SME's and not-for-profit organisations.

SUPPLIER PRESENTATIONS

NEGOTIATION – MONEY IS NOT VALUE: Adrian Ritchie, Sector Head, The Gap Partnership

- How can you be a value generator in your business.
- Challenge your thinking in how to identify alternate currencies in your negotiations.
- To explore the difference between value and cost.
- The role of the FD in empowering or restricting the commercial teams.

MAKING THE MOST OF MOBILE: Adam Reynolds, Head of Sales, webexpenses

- A look at the ever-evolving use of mobile technology by your workforce, considering impact, benefit and areas of caution.
- How has mobile technology evolved within business, been accepted and adopted by the workforce and where does it go next?
- How can mobile technology be utilised by businesses to improve efficiency, provide flexibility and enable a more productive team.
- What should you look out for when rolling out a mobile project, common misconceptions and how to avoid negative impact.

FINANCE: THE STRATEGIC ADVISOR: Neil Harvie, Director, Sempre Analytics

Client case-study: Crest Nicholson

- For Finance to be seen as a Strategic Advisor, it must expand beyond the scorekeeper role, and become an enabler of business insight and better decision making.
- Find out how high-performing Finance functions are providing operational decision makers with the tools to make informed decisions whilst capturing and using the results in real-time.
- Learn how Crest Nicholson transformed their Finance function, providing operational teams with the ability to model their business on scenarios, adjust key internal/external factors, and understand the impact of changes in real-time.
- See how these changes can be made by business users right up to the last minute whilst reducing the financial close period and improving business insight.

HOW SCREWFIX BUILDS CUSTOMER TRUST THROUGH DATA: Christine Andrews, MD Data IQ Consulting, Data IQ

Client case-study: Screwfix

- Organisations are increasingly recognising that Data presents considerable corporate risk with almost daily data breaches leading to substantial fines and brand damage.
- Screwfix is the UK's largest multi channel supplier of Trade Tools, recently voted 'UK Tool Retailer of the Year' – its success depends partly on customer trust
- To drive value from data and maintain customer trust Screwfix places considerable emphasis on the highest standards of data protection and security. A data breach for Screwfix could be a disaster and put an unwelcome brake on its growth programme.
- This session focuses on what the company does to minimise the risk of a data disaster and gives examples of how to structure a data protection and security programme.



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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