

ACCA MENASA

Learning Providers' Conference

17 AND 18 JUNE 2014
COLOMBO, SRI LANKA

welcome

On behalf of ACCA, it gives us great pleasure to invite you to Colombo, for the third ACCA MENASA (Middle East, North Africa, South Asia) learning providers conference.

The theme of the conference – **Professional accounting education: Today and tomorrow** – will offer a platform for motivating discussions and thought provoking debate among the delegates on the future of professional accounting education in MENASA with the aim of developing professional accountants driving economic and the business growth of the region.

After the exceptionally successful inaugural ACCA MENASA learning providers' conference in Dhaka last year, ACCA and our strategic partners will endeavour to make the Colombo conference an invaluable learning and networking experience for learning providers in the region.

The main aim of the conference workshops is to enhance exam success through further improving learning support in the region by sharing exam-focused teaching and student engagement strategies aligned to the ACCA vision of the e-professional. The parallel sessions enable delegates to discuss and learn about specialised interests.

The concluding panel discussion will set a definitive road map for ACCA learning providers and employers for further elevating professional accounting education standards in the region leading to a greater vibrant profession.

On behalf of ACCA, we look forward to seeing you at the conference.



Stuart Dunlop
Regional Director – MENASA

discuss. network. learn. influence.

ACCA is dedicated to strengthening its partnerships with learning providers with the mutual aim of providing quality tuition support to maximise conversion to membership.

MENASA learning providers' conference is an opportunity for ACCA and its partners to come together to share and discuss information, expectations, aspirations and challenges.

Working together, the conference aim is to find answers to a number of questions including the following:

- What is the role of learning providers/tutors in ACCA's vision of the e-professional?
- How can a tutor be more resourceful in motivating and inspiring students to exam success?
- How can a tutor engage students by tailoring subject specific exam techniques?
- What learning, engagement and assessment strategies does a tutor need to ensure exam success of a majority of students?
- What are the challenges faced by tutors in the region and how are they overcoming the challenges?
- Is there a role for learning providers and tutors in expanding entrepreneurial excellence?
- How can learning providers leverage technology to facilitate access to education for all sections of the society?
- How can ACCA's commercial model help learning providers in selling ACCA?
- How can learning providers prepare their tutors and students for e-assessment?

programme

DAY 1

17 JUNE 2014

08.00 – 09.00	Registration and refreshments
09.00 – 10.00	Opening session
10.00 – 10.40	Keynote address
10.40 – 11.00	Refreshment break and opportunity to visit ACCA's Approved Learning Partner – content stands
11.00 – 12.30	Panel discussion Tutors inspiring exam success <ul style="list-style-type: none">• Identifying the challenges to achieving exam success
12.30 – 13.30	Lunch and opportunity to visit ACCA's Approved Learning Partner-content stands
13.30 – 15.00	Workshop 1 Parallel sessions <ol style="list-style-type: none">1 Foundation Diploma/Foundations in Accounting: Tracking MCQ and MTQs2 F8 and P7: Exam techniques3 F5 and P4: Exam techniques4 ALPs: Expanding entrepreneurial excellence: Balancing aspirations and inspiration.
15.00 – 15.30	Refreshment break and opportunity to visit ACCA's Approved Learning Partner – content stands
15.30 – 17.00	Workshop 2 Parallel sessions <ol style="list-style-type: none">1 F4: Exam techniques2 F7 and P2: Exam techniques3 F9 and P5: Exam techniques4 Nurturing professional accountants: Bridging gaps
17.00	Wrap up

programme

DAY 2

18 JUNE 2014

09.00 – 09.05	Summary of day 1 and welcome to day 2
09.05 – 09.40	Professional accounting education: Thinking tomorrow – strengthening partnerships
09.40 – 11.00	Professional accounting education: Thinking tomorrow – leveraging technology Professional accounting education: Teaching ACCA
11.00 – 11.30	Refreshment break and opportunity to visit ACCA's Approved Learning Partner – content stands
11.30 – 13.00	Workshop 4 Parallel session 1 Selling ACCA 2 Delivering Diploma in IFRS 3 Designing mock exams and assessments
13.00 – 14.00	Lunch and opportunity to visit ACCA's Approved Learning Partner – content stands
14.00 – 15.30	Workshop 5 Preparing for e-assessment
15.30 – 15.50	Refreshment break and opportunity to visit ACCA's Approved Learning Partner – content stands
15.50 – 16.50	Goodbye session Professional accounting education: Thinking today and tomorrow
16.50 – 17.00	Closing remarks and feedback
17.00	Event closes

venue details

The ACCA MENASA Learning Providers' Conference will be held at Cinnamon Grand Hotel, Colombo. This is one of the best five-star hotels in Colombo. The hotel is situated in heart of Colombo's business, shopping and entertainment center, just 35kms from the airport.

Details are as follows:

Cinnamon Grand Colombo
77 Galle Road
Colombo 3
Sri Lanka

Tel: +94 112 437 437
Fax: +94 112 449 280
Email: grand@cinnamonhotels.com
www.cinnamonhotels.com

how to register

Delegate places can be booked using the online booking form, which can be accessed through the link below. Please complete all relevant fields and indicate which parallel sessions you would like to attend.

Places will be allocated strictly on a first come, first served basis. To avoid duplication of bookings, please register each delegate's booking only once. Please note that telephone bookings will not be accepted. Delegate participation will be confirmed only on receipt of completed registration form.

All bookings must be made no later than 18 April 2014 and joining instructions will be issued via email ten working days before the start of the conference.

CANCELLING YOUR PLACE

Cancellations should be notified in writing by 10 May 2014 via email to: dilani.alwis@accaglobal.com

VISA REQUIREMENTS

To obtain the online visa please visit the following link
<http://www.eta.gov.lk>

CONFERENCE FEES

As ACCA is keen for the maximum number of learning providers and tutors to benefit from learning and networking at the conference, ACCA is not charging conference fees.

<http://www.accaglobal.com/lk/en/discover/events/global/2014/june/menasa-conference.html>

accommodation

Conference delegates will need to make their own accommodation arrangements well in advance of the conference, advisably by 1 May 2014, as due to peak conferences and meeting season in Colombo, hotels may be booked to full occupancy by June 2014.

RECOMMENDED HOTELS

Colombo Courtyard Hotel

USD 154

3km / approx 30 minutes

www.colombocourtyard.com

Paradise Road Tintagel Colombo Hotel

USD 250 (approx)

2.5km / approx 30 minutes

<http://www.paradiseroadhotels.com>

Taj Samudra

USD 150 (approx)

1.5km / approx 30 minutes

<http://www.tajhotels.com>

Galle Face Hotel Colombo

USD 185 (approx)

1km / approx 30 minutes

<http://www.gallefacehotel.com>

Cinnamon Lakeside Colombo Hotel

USD 174 (approx)

1.5km / approx 30 minutes

<http://www.cinnamonhotels.com/CinnamonLakeside.htm>

Ramada Colombo

USD 130 (approx)

1km / approx 30 minutes

<http://www.ramadacolombo.com>

Hilton Colombo Residence

USD 210 (approx)

1km / approx 30 minutes

http://www3.hilton.com/en_US/hi/search/findhotels/results.htm?view=LIST

Casa Colombo Hotel

USD 300 (approx)

4km / approx 30 minutes

<http://www.casacolombo.com>

The Kingsbury Colombo

USD 150 (approx)

2km / approx 30 minutes

<http://thekingsbury.lk>

Galadari Hotel Colombo

USD 150 (approx)

2km / approx 30 minutes

<http://www.galadarihotel.lk>

Hilton Colombo

USD 150 (approx)

2km / approx 30 minutes

http://www3.hilton.com/en_US/hi/search/findhotels/results.htm?view=LIST

Hotel Renuka

USD 88

1km / approx 15 minutes

www.renukahotel.com

All rates are room only

* The above rates are provisional, and are subject to change

about ACCA

ACCA (the Association of Chartered Certified Accountants) is the global body for professional accountants. We aim to offer business-relevant, first-choice qualifications to people of application, ability and ambition around the world who seek a rewarding career in accountancy, finance and management.

We support our 162,000 members and 428,000 students in 173 countries, helping them to develop successful careers in accounting and business, with the skills required by employers. We work through a network of over 89 offices and centres and 8,500 Approved Employers worldwide, who provide high standards of employee learning and development. Through our public interest remit, we promote appropriate regulation of accounting and conduct relevant research to ensure accountancy continues to grow in reputation and influence.

ACCA may cancel or postpone the conference due to unforeseen circumstances. In this case, ACCA will not be responsible for any other related expenses including cancellation/rescheduling charges by airlines and travel agencies. ACCA reserve the right to change the contents of the conference without any prior notice. The final conference programme along with other details will be emailed to the confirmed participants ten working days prior to the conference.

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