

# ACCOUNTING FOR THE FUTURE CONFERENCE 2014

15–18 September

**Four days of global content  
delivered live and on-demand**

*ACCA's Accounting for the future*  
is a worldwide event exploring the  
role finance professionals will play in  
building a stronger and sustainable  
global economy

**Monday 15 September 2014**

# **Risk and culture: how much does corporate culture influence effective risk management and governance?**

**ACCA**

The roles of individuals, teams and departments are very rarely considered as part of the risk management process and yet people are core to an organisations' success or failure. Our speakers debate the role that corporate culture plays within governance and risk, and how it can be shaped so that processes and policies that are implemented are in the interest of the company and the public.

**09.30–10.30**

## **Video: Reporting on risk**

It is now widely recognised that problems with organisational culture were a major factor in the banking failures and corporate scandals of recent years. Regulation, or flaws in its design or supervision, also played a part. Compliance, for some, has become a dirty word and is associated with needless box ticking and can cause staff to feel over controlled, stifled, untrusted and not empowered. It can also set clear goals and boundaries can create a clear space in which people can work and feel empowered to use initiative and be creative and effective. Can freedom be obtained through control?

**Chair:** Val Richardson, Weatherbys Bank and co-chair CRSA forum  
Jane Fuller, co-director, Centre for the Study of Financial Innovation  
Eric Tracey, consulting partner, Governance for Owners LLP  
Frank Curtiss, head of corporate governance, RPMI Railpen Investments

**12.00–13.30**

## **Culture and channelling corporate behaviour**

Based on a report to be released in September 2014 in collaboration with UK's Economic and Social Research Council (ESRC).

Culture has reached the top of the corporate agenda since banking scandals and reports of hospitals not caring for their patients have made the headlines. Many claim that poor corporate culture is the root cause of wrong-doings in these organisations. The Financial Stability Board now expects supervisors of financial institutions to consider risk culture and other regulated sectors may have to follow. Boards of financial institutions will be asked to make a judgement about their own organisational culture. The new ACCA report thus aims at providing them with guidance for boards and others. It suggests that looking at what causes functional or dysfunctional behaviours might be a more effective way of understanding and assessing the culture of an organisation.

**Chair:** Paul Moxey, head of risk management and corporate governance, ACCA  
Pauline Schu, researcher, ACCA  
Dan Konigsburg, managing director, corporate governance and public policy, Deloitte  
Alexandra Lajoux, chief knowledge officer, National Association of Corporate Directors (NACD)  
Stephen Brown, director corporate affairs, Noble Group.

**15.00–16.00**

## **Video: Channelling corporate behaviour**

When things go wrong for organisations, people are usually involved. People can make companies with poor systems thrive and companies with theoretically good systems fail. This may be obvious but until recently the human element has rarely evident in consideration of governance or risk except in relation to structural issues such as the composition of the board. ACCA and ESRC are researching corporate culture and how it influences behaviour.

**Chair:** Paul Moxey, head of corporate governance and risk management, ACCA  
Pauline Schu, researcher, ACCA  
Philippa Foster-Back OBE, director, Institute of Business Ethics  
Professor. Colin Coulson Thomas, director, board chairman, Various Organisations



**Tuesday 16 September**

## **Investors and reporting: the new reporting framework**

**ACCA**

Our series of sessions will look at the latest developments in reporting. The sessions will explore how companies are changing the way they engage with Investors, the changing needs of the recipients of reports, and at how developments like integrated reporting, non-financial reporting and new channels of communication are shaping the new reporting regime for companies around the world.

**09.30–11.00**

### **Video: Is NFR adding value or just another cost?**

This panel will discuss various issues that impact on the value of non-financial reporting. This includes the process of compiling reports and the various standards and guidelines, as well as evaluating the impact these reports have on an organisation's bottom line and reputation.

**Chair:** Mike Barber, partner, Deloitte

Lucinda Bell, finance director, British Land

Lois Guthrie, executive director, Climate Disclosure Standards Board

Charles Nichols FCCA, group controller, Unilever

Philip Trotter, government financial reporting, HM Treasury

**13.00–14.30**

### **Audio webcast: Future direction for corporate reporting**

This audio discussion will explore ACCA's latest research in the field of reporting and the changing needs of investors. It will look at the response by businesses to the information demands of investors, and the tough balance between maintaining the confidence of the market through audit and assurance, while ensuring information is received at an ever faster rate, both inside and outside the business.

**Chair:** Ewan Willars, director of policy, ACCA

**Wednesday 17 September**

# Tomorrow's world: how are changing economies going to impact on finance professionals?



The world is changing and finance professionals need to stay up to date and relevant to help their organisations succeed. This day looks at some of the changing economies, technologies and skills and identifies ways in which companies and their people can adapt to stay successful.

**09.30–10.30**

## **Video: Africa: The digital continent**

A panel session of leading executives discuss the challenges and opportunities that Africa faces in digital transformation. What do the business leaders see as some of the major wins that have taken place in improving the infrastructure of information and communication technologies, and what barriers still prevail?

**Chair:** Theo Bensch, managing executive, Telkom Cybernest  
Richard Etemesi, chief executive officer – South Africa and area general manager – Southern Africa, Standard Chartered  
Nnamdi Oranye, partner, Indian Atlantic Telecoms  
Rolf Eichweber, managing executive, Tyme Capital  
Craig Corte, chief digital officer, Kagiso Media

**13.00–14.00**

## **Video: Class of 2020: The future finance professionals**

You will hear from three senior professionals from Malaysia their views on what are the top 10 skills that will be needed to future-proof the profession and so that finance professionals remain vital for businesses.

Mr Nik Hasyudeen, executive director and chairman Audit Oversight Board, Securities Commission Malaysia  
YB Senator Dato' Sri Abdul Wahid Omar, Minister in the Prime Minister's Department  
Jeffrey Chew, chief executive officer, OCBC Bank Malaysia Berhad



**Thursday 18 September**

# **The Smart Finance Function: how can finance teams work smarter to become the drivers of success within a business?**

**ACCA**

This day outlines the leading practices finance functions are adopting in their goal to becoming smarter; delivering the insights that make a real difference to corporate performance, effective stewardship of the enterprise and mastery of finance operations.

**09.00–10.30**

## **Live audio webcast: Talent transformation in Asia**

A cross-discipline panel will look at available, established and emerging and converging technologies, and the ways in which they could potentially impact on the profession over the next five to 10 years. They will consider new technologies, their potential impact, the role that accountants can play and new opportunities that will be created.

**Chair:** David Hand, head of SSO market development, ACCA

Speakers to be confirmed

**11.00–12.00**

## **Video: Change challenges in the finance enterprise**

As more and more CFOs look to embrace shared service, outsourcing and increasingly cross functional business service models, mastery of the transformation and change process is essential. But what constitutes great change management? As part of ACCA's global programme of work on the 'Smart Finance Function', this expert panel brings together senior finance leaders from some of the world's leading organisations to discuss how they have addressed the issues, challenges and opportunities of the change process. From securing the change mandate, to determining transition speed and critical decisions as to 'build or buy', this session provides an essential insight into the right and wrong ways to go along the transformation journey.

**Chair:** Jamie Lyon, head of corporate sector ACCA

Deborah Kops, Principal Sourcing Change

Peter Moller, partner, Deloitte

Leo Curran, senior vice president, head UK/Europe, EXL

John Ashworth, global head of finance transformation, Pearson