



# ACCOUNTING FOR THE FUTURE CONFERENCE 2013

14 – 18 October

One week, global, live and on-demand

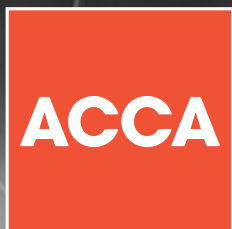
*ACCA's Accounting for the future*  
is a worldwide event exploring the  
role finance professionals will play in  
building a stronger and sustainable  
global economy



**ACCA**

**Monday 14 October 2013**

## **Driving business performance: creating value through effective risk management and governance**



**09.30–11.00**

### **Creating the ideal organisational culture for corporate success – tempering empowerment with discipline**

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:** Professor Andrews D. Chambers

Adrian Berendt

Simon Constant-Glemas, VP corporate & UK country controller, Shell

Paul Green, head of risk and compliance, Unilever

**12.00–13.30**

### **Live webcast: Creating value through leadership and corporate governance**

Has corporate governance lost its way? It hasn't prevented major corporate problems and is not working in the long-term interest of companies or their stakeholders. A new paper from ACCA's Governance, Risk and Performance global forum proposes a new accountability framework for governance-based on performance, informing and holding to account.

**Co-chair:** Paul Moxey, head of corporate governance and risk management, ACCA

**Co-chair:** Adrian Berendt

Reindorf B. Perbi, deputy senior partner and head of risk management, KPMG Ghana

Dilshan Rodrigo, chief operating officer, Hatton National Bank in Sri Lanka

Diana Weekes-Marshall, lecturer in accounting, University of the West Indies, Barbados

**15.00–16.00**

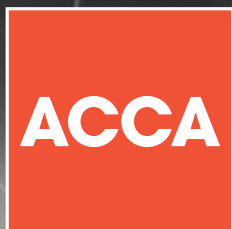
### **Online workshop: Board-driven internal audit and ERM: next generation assurance**

This practical session evaluates the current supply-driven approach to internal audit and enterprise risk management (ERM) and identifies what elements are not working as they should. It also proposes, new and somewhat radical ideas on how internal audit and ERM should be approached.

Tim J. Leech, managing director global services, Risk Oversight Inc

**Tuesday 15 October 2013**

## **The role of reporting: how to increase the relevance in reporting**



**09.30–10.30**

### **Understanding the investor: the future of corporate reporting**

ACCA research in 2013 has shown that different categories of investors have very different views on what is needed from the corporate reporting regime. This session will examine the key issues and try to come up with solutions for policymakers facing varying demands and criticisms. Some of the issues will include declining investor trust in corporate reports; treading the line between short and long-term investor demands; increasing shareholder engagement both with companies and the reporting process; investment in emerging markets and the impact of reporting regimes; and the effect of new technology on company reporting.

**Chair:** Ian Welch, former head of policy, ACCA

Samantha McConnell, chief investment officer, IFG Pensions and Advisory Services Ireland

David Stewart, chief investment officer, Santander Asset Management UK

Robert Talbut, chief investment officer, Royal London Asset Management

**13.00–14.00**

### **Online workshop: Integrated reporting: taking the first steps**

This practical workshop will provide an outline of what adopting integrated reporting entails, the issues that would come up and how to take the first steps. It will provide advice and information on selling the concept of integrated reporting, doing preliminary research, setting a framework for reporting, outlining the content of the different sections, timeframes for a project and sources of help and guidance.

Mark O'Sullivan, corporate reporting, PwC

**15.00–16.00**

### **Translating non-financial data for investors**

A panel, from this year's non-financial reporting conference hosted in June, discuss how to turn sustainability metrics into valuable outputs and unpicking the language of sustainability. The panel will cover key changes including mandatory carbon reporting, investor-led initiatives and other policy developments.

**Chair:** Guy Battle, partner, Deloitte

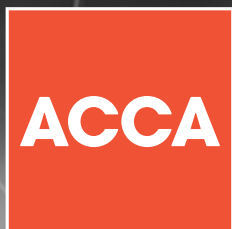
Freddie Woolfe, manager – corporate engagement, Hermes Fund Managers

Charles Allen, analyst, Bloomberg LLP

Paul Simpson, chief executive, Carbon Disclosure Project

**Wednesday 16 October 2013**

## **Talent and transformation: creating the finance function of the future**



**09.30–11.00**

### **Live webcast: Critical success factors in transforming the finance function**

This session will share with delegates ACCA's thinking on critical success factors in transforming the finance function. It will bring in leading finance transformation experts to discuss the key issues, challenges and solutions they see.

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

John Ashworth, global head of finance transformation, Pearson plc.

Oliver Colling, head of performance improvement, Grant Thornton

Leo Curran, senior vice president, head UK/Europe, EXL Service (TBC)

Rakesh Sangani, partner, Proservartner

**13.00–14.00**

### **Future CFO career paths**

This session will share with delegates' recent ACCA research on the future of CFO career paths and the group debate will discuss how the CFO role is evolving and the issues aspirational finance leaders of the future need to consider.

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

Sally Fisher, partner, Deloitte

Tim Payne, partner, KPMG

Suzzane Wood, managing director, Russell Reynolds Associates

Sue Filmer, principal, Mercer HR Consulting

**15.00–16.00**

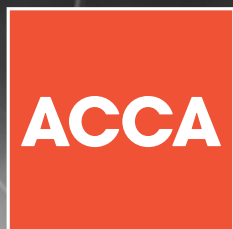
### **Online workshop: Following the rules/changing the tools: the change challenge of finance transformation**

This session will focus on the challenges of finance transformation and in particular it will focus on the challenges presented by the change process and how this can be managed effectively.

Deborah Kops, managing principal, Sourcing Change

**Thursday 17 October 2013**

# **Future proofing: preparing your business for the changing future landscape**



**09.30–11.00**

## **Live webcast: Technology trends and their impact on the global accountancy profession**

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:** Faye Chua, head of future research ACCA

Professor Andrew Jones, dean, School of Arts & Social Sciences, and professor of economic geography, City University London

Andrew Curry, director, The Futures Company

**13.00–14.00**

## **100 Drivers of change for finance and business**

The world and the economy are currently exposed to constant shifts, and this is expected to continue where change will be all-encompassing and affect all aspects of the global economy, businesses and the finance & accountancy profession.

By having an understanding of the emerging macro drivers it helps us to better prepare and places us in a stronger position to change, adjust and evolve.

**Chair:** Rohit Talwar, chief executive officer, Fast Future Research

Arif Kamal, group finance director, GL Hearn

Alan Knapp, training partner, audit compliance partner and MLRO, Littlejohn LLP

Ian Pellow, chief executive officer, Halkin Capital

Kevin Long, business development director, Teradata

Caroline Wilce, finance director, Sanguine Hospitality

**15.00–16.00**

## **Online workshop: Scenario planning**

This practical workshop will provide an overview of systems thinking, scenario thinking and scenario based strategy and the interface between these three areas and their importance as part of the competence of future accountants and leaders.

Marie McCrea, partner, Centre for Innovative Leadership, South Africa

**Friday 18 October 2013**

## **Supporting SME growth: from policy to practice**

The ACCA logo is a red square with the letters 'ACCA' in white, bold, sans-serif font.

**09.30–11.00**

### **Live webcast: Ready for growth? A checklist for the finance directors of high-potential businesses**

Even the best-run businesses can struggle at times to cope with rapid business growth. While some break through, others can languish for years waiting for another big break. This very session focuses on how businesses can set their finance functions up today for rapid growth in the immediate future, by reviewing the most common ways in which internal processes create obstacles to growth and most successful ways in which they can support it.

**Chair:** Emmanouil Schizas, senior economic analyst, ACCA

Fernando Sepulveda, chief executive officer, Impulsa

Gabriel Low FCCA, chief finance officer, GEA Westfalia Separator (SEA) Pte Ltd

Gary Gokins, chief executive officer, Analytics-Based Performance Management LLC

Andi Lonnen, finance director, financial training and coaching, growth coach, Andi Lonnen Business Services

**13.00–14.00**

### **High-growth businesses – international perspectives**

With the developed world still struggling for sustainable economic growth, there is a renewed interest in how SMEs can contribute further to economic recovery in the developed economies, as well as underpin sustainable growth in developing and frontier economies. What are the critical success factors in the support system that underpin fast-growth businesses? The panel will look at internationalisation, finance and people management strategies as well as an analysis of supply chain management and utilisation of networks. What can be learned from international examples and cases from the developed and emerging world?

**Chair:** Francis Chittenden, professor of small business finance, Manchester Business School

Dr. Rebecca Harding, Delta Economics

Professor Rob Blackburn, Kingston Business School

Tatjana De Kerros, enterprise advisor Middle East and founder of [Entrepreneurialist.net](http://Entrepreneurialist.net)

**15.00–16.00**

### **Online workshop: Using the crowd to punch above your weight: advice for owner managers and finance directors**

How can you help your business grow using flexible and on demand cloud-based services? Whether you run a micro business or work in a larger SME, cloud services could offer you the opportunity to overcome resource limitations and level the playing field like never before. But getting value for money and optimising your business to make use of this new range of tools requires you to see beyond the sales pitch.

Stefan Töpfer, group chief executive officer, WinWeb.com and chief executive office, ES5i Limited and editor, The Small Business Blog