

# ACCA RESEARCH & INSIGHTS CONFERENCE

## LIVE ON 27 JULY 2011

ACCA

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### THE NEW BUSINESS ENVIRONMENT: OPPORTUNITIES FOR GROWTH AND INNOVATION

The **ACCA Research and Insights Conference** goes live on **27 July 2011 at 10am UK time** with a combination of live and ondemand interactive content. The event will include:

- an auditorium with a wide variety of sessions focusing on key issues for finance professionals and employers
- a resource centre with the latest reports and information from ACCA and partner organisations
- an exhibition hall where attendees can message representatives from partner organisations in real time (available on 27 July from 10am – 6pm UK time)
- a networking lounge with scheduled topical discussions

This free virtual event can be accessed via any web browsers. All content will be available to access on demand until 27 October 2011. For more information please visit [accaglobal.com/riconference](http://accaglobal.com/riconference)

### PROGRAMME

#### LIVE SESSION – 27 July 2011 3pm UK TIME

#### Integrated Reporting: a framework for the future

In this two-part session the audience will have the opportunity to hear from a representative from the Integrated Reporting Committee (IIRC) who will provide an overview of the principles and scope and how this group of leaders from corporate, investment, accounting, securities, regulatory, academic and standard-setting sectors as well as civil society will rise to the challenge of developing a framework which brings together financial, environmental, social and governance information in a clear, concise, consistent and comparable format. The audience will then have the unique opportunity to hear from HRH Prince of Wales on his involvement with Accounting for Sustainability.

In part-two a panel of senior business leaders will discuss the benefits and challenges, the potential to revolutionise reporting and the impact IR will have on organisations across the world. During this live debate the audience will be able to pose questions to the panellists via the virtual show platform.

#### Part 1

Introduction by **Helen Brand**, Chief Executive, ACCA

Address by **HRH Prince of Wales**

Address by **Prof Mervyn King**, Deputy Chairman, IIRC

#### Part 2

Chaired by **Prof Robert Eccles**, Professor of Management Practice, Harvard Business School

**Eric Hespeneide**, Partner, Deloitte

**Mindy Lubber**, President, Ceres

**Christy Wood**, Chairman – Board of Governors, International Corporate Governance Network (ICGN)

### KEYNOTE ADDRESS (available on-demand from 27 July 2011 10am UK time)

#### The new business environment: opportunities for growth and innovation

ACCA president, Mark Gold, will provide an introduction to this year's conference and give an overview of the issues to be covered.

**Mark Gold**, President, ACCA

#### Exhibitors

ACCOUNTING FOR  
SUSTAINABILITY

TREASURY, RISK  
AND FINANCE  
PROFESSIONALS

ACT

BPP  
PROFESSIONAL EDUCATION

CIO

THE  
CHARTERED  
INSTITUTE OF  
TAXATION

CMI  
Chartered  
Management  
Institute

DUKE  
THE FUQUA  
SCHOOL  
OF BUSINESS

IFAC

INTEGRATED REPORTING <IR>

LAUREATE  
INTERNATIONAL  
UNIVERSITIES

OXFORD  
BROOKES  
UNIVERSITY

Business School

sage

Saïd Business School  
UNIVERSITY OF OXFORD

UNIVERSITY OF CAMBRIDGE  
ESOL Examinations

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### PROGRAMME

ON DEMAND SESSIONS (available from 27 July 2011 10am UK time)

#### Why talent management in finance matters

Talent management is broader than the individual: ensuring the function is structured to maximise the talent pipeline, that roles are designed to give challenge and enrichment to the individual and value to the organisation, is key to an integrated talent management strategy. The performance of the finance function is invariably crucial to the success of almost every organisation.

Session partner



Finance directors are under increasing challenge to deliver maximum return on investment in capability, and there is a universal desire to boost the strategic and commercial impact of the function; to move from being a reactive provider of management information to a proactive value-adding function that shapes the strategic agenda.

Building on ACCA and KPMG's 2010 report Maximising People Power: effective talent management in finance, KPMG partner, Ian Lithgow, shares his experiences from working with clients, such as the rise of the Finance Business Partnering (FBP) role and share how organisations have used a strategic approach to finance talent management to generate a competitive advantage for their organisations.

**Ian Lithgow**, Partner, KPMG

Interviewer **Richard Young**, Journalist

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#### XBRL: vision vs. reality

For many finance professionals, the beautiful vision represented by XBRL – the common global tagging language for web-based financial information – has been tarnished by the day-to-day realities presented by the increasing number of tax and filing authorities wanting XBRL-based submissions. Given this, how far is this vision still valid? Is the adoption of XBRL around the world reducing the cost of information and increasing its usefulness and flexibility? Experts will look at these questions and share their views on the future of XBRL.

Session partner



Chaired by **Richard Martin**, Head of Financial Reporting, ACCA

**Jon Martingale**, Associate Product Manager, Sage

**Jon Rowden**, XBRL Assurance Leader, PwC

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#### Beyond the numbers: what investors need

The current economic slowdown provides an opportunity to reflect on the development of an effective narrative reporting model. Is narrative reporting being used as a strategic communication tool to develop trust and build corporate reputation? Does it give an objective retrospective and prospective overview of the business model and of business performance, risks, relationships, resources, products and processes, thus responding to primary users' preferences? What are the challenges inhibiting it from achieving its potential for effectively bridging the information gap?

Session partner



Chaired by **Caroline Yang**, Partner – Audit Technical, Deloitte

**Xie Rong**, Vice President, Shanghai National Accounting Institute

**Yang Zheng**, General Manager Finance Department, China Life Insurance

**Lin Yongfeng**, Vice Director – Company Management Department, Shanghai Stock Exchange

**Zhao Jinhou**, Senior Analyst, Shenyin & Wanguo Securities Research

## PROGRAMME

### ON-DEMAND SESSIONS (available from 27 July 2011 10am UK time)

#### The eProfessional: creating the next generation of accountants

E-learning and e-development are transforming the way professionals are being educated and trained. Through this series of expert interviews, you will learn how the professional education and the workplace learning and development spaces are being revolutionised through technology. Our expert commentators will also look at emerging work, with the potential to create even richer and more sophisticated learning experiences both for trainees and experienced professionals.

With ACCA now working towards providing its own complete online and on-demand examination experience, these interviews highlight the quality advantages such developments can bring – and the challenges that still need to be overcome to fully harness technology for learning and development purposes.

Introduction by **Clare Minchington**, Executive Director – Learning & Products, ACCA

**Alan Fletcher**, Business Development Manager, Knowledge Media Institute (KMi) – Open University

**Richard Pollard**, Global Development Leader, PwC

**Martin Taylor**, CEO, BPP Business School

Interviewer **Helen Perkins**, Head of Communications - Fit for the Future, ACCA

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#### Making businesses accountable

As businesses and share ownership become more global, and as institutional investors increasing use of tracker funds, shareholdings are becoming more fragmented. The proportion of shares held by any one investor in any one company is becoming less. As a result, companies with the most dispersed shareholders are effectively ownerless; they have become largely unaccountable to shareholders and shareholders are unable to hold their boards to account. With the largest multinational companies having revenues larger than the GDPs of all but the largest nations, even national governments can be stretched to hold such companies to account.

This trend started a while ago but the financial crisis focused awareness on the problem and there is now more interest, particularly in Western economies, in how business can be made more accountable to shareholders. Long term investors are seen by many to be a key part of the solution and there is pressure on them to engage more effectively with the companies in which they invest. How much difference can such engagement make? Will it make company boards accountable or is something else needed?

Looking ahead, if the trend for global corporate consolidation continues, in a few decades a handful of global companies could control world commerce and have effective monopoly in their chosen sectors. Could such companies become beyond the control of nations and of shareholders? The panel of experts will discuss these issues and challenges facing businesses.

Chaired by **Paul Moxey**, Head of Corporate Governance and Risk Management, ACCA

**Peter Butler**, CEO, Governance for Owners

**Catherine Howarth**, CEO, FairPensions

**Anita Skipper**, Corporate Governance Director, Aviva Investors

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#### Financial issues update from Brussels

This series of interviews, from the European Parliament in Brussels, will provide first-hand insight into the EU Parliament perspectives on key topics including future of audit policy, corporate governance in both financial and non-financial institutions, CSR and integrated reporting.

**Sebastian Valentin Bodu**, MEP, shadow rapporteur on corporate governance for the JURI Committee

**Richard Howitt**, MEP, EP rapporteur on Corporate Social Responsibility

**Dr Kay Swinburne**, MEP, opinion rapporteur on audit for the ECON Committee

Interviewer **Jeremy Fleming-Jones**, Journalist

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**ON DEMAND SESSIONS** (available from 27 July 2011 10am UK time)

#### Extended audit reporting: presenting the big picture

ACCA believes strongly in the value of audit. But a series of roundtables held by ACCA in 2010 revealed that there is increasing appetite to extend its scope to provide users of financial information with a more complete picture which could include assessment of the business model, more forward-looking qualitative and non-financial data.

Attendees will also have the opportunity to hear from accounting experts at the internationally renowned Maastricht University (MARC) on the results of a study, commissioned by ACCA, on a potential model for extended audit reports. Based on this framework, MARC will be developing a number of discussion questions for consultation with various stakeholders involved in audit reporting. This session will provide delegates with an opportunity to be involved in that process. There will also be an update on the European Commission's green Paper on audit and other major developments in the field.

Chaired by **Robert Stenhouse**, Chairman ACCA Auditing Committee, ACCA Council Member and Director, Deloitte  
**Ann Vanstraelen**, Professor of Accounting and Assurance Services, Maastricht University

#### ACCA President's Debate: Completing the Single Market, facilitating free movement of services – recognizing qualifications across the EU

The session will touch upon the importance of the Single Market for trade, enterprise and growth in the EU. The benefits of free movement of services will be at the centre of the debate and the recognition qualifications across the EU will be used as an example of a way that the EU and its Member States can facilitate greater movement of services as well as labour.

Chaired by **Mark Gold**, President, ACCA

**Henrik Mørch**, Head of Unit, Single Market Policy, DG Internal Market and Services, European Commission

**Antoni F. Reczek**, President of Management Board, PwC Polskar

### Exhibitors



### FOUNDATIONS SERIES

(available on-demand from 27 July 2011 10am UK time)

*A series of seminars focusing on skills and knowledge for finance professionals.*

#### **Foundations in Accountancy: the building blocks of finance**

Find out how ACCA's new suite of accounting qualifications can help build opportunities and resolve the strategic challenges facing employers.

**Tony Osude**, Head of Global Relationships and Services, ACCA

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#### **Cloud computing for finance functions**

Cloud computing is one of the most transformative shifts in computing in the last ten years. It has the potential to revolutionise IT and the businesses that use it successfully. Cloud is the first technology that really delivers on IT's promise of agility to the enterprise. In this session – you'll learn what Cloud computing is and why it delivers change to organisations and how to take it effectively implement it into your organisation.

**Justin Pirie**, Director of Communities and Content, Mimecast

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#### **Using social media to grow your business**

This presentation takes a practical approach to looking at how social media can be used to grow a business. Taking a very user centric approach we have mapped how social media can be used in all areas of the customer experience journey. By using case studies, as well as theoretical principles, we will show how social media can produce real business value.

**Matt Rhodes**, Client Services Director, FreshNetworks

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#### **Business process outsourcing and shared services: accounting for delivery**

Insights into the challenges facing CFOs in achieving process excellence and efficiency through shared services and BPOs.

**Tan Joon Suan**, Senior Manager – Finance & Performance Management, Accenture

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#### **How managers and organisations can prepare for the challenges of the future**

Policy makers, organisations and individuals are struggling to adapt to the post recession economy. In this video Stefan Stern interviews Ruth Spellman, CEO of Chartered Management Institute about her vision for management and leadership in the future. Against the backdrop of her latest publication – Managers and Leaders Who Can – Ruth explores the main issues effecting all managers and leaders including values and ethics, managing yourself, managing change and risk and business continuity. Her lessons are brought to life through the inclusion of case studies and practical advice.

**Ruth Spellman**, Chief Executive, Chartered Management Institute  
Interviewer **Stefan Stern**, Director of Strategy, Edelman

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## SCHEDULED CHATS – 27 July

Your chance to get the answers from the experts in real-time

### 10.30 – 11:00am UK time

#### **Foundations in Accountancy**

ACCA's recently launched suite of entry-level awards has been developed after consultation with all our key stakeholders, with employers and students in mind. This is your chance to ask your questions to two ACCA insiders.

**Louise Farrow**, Head of Marketing Promotions, ACCA

**Gareth Owen**, Qualifications Development Manager, ACCA

### 11.30am – 12:00pm UK time

#### **e-assessment: the future of exams**

Last month, ACCA announced its plans to move towards an innovative programme of e-assessment. We know that this is an ambitious plan, and news for many of you, so we'd like to take this opportunity to answer any questions that you may have and also gather your thoughts and comments so that we can incorporate them into the programme development. Please join us for an e-assessment Q&A session.

**Maureen Chambers**, Business Lead, e-Delivery Implementation

**Juli Speirs**, Marketing and Communications Lead, e-Delivery, ACCA

### 2.30 – 3:00pm UK time

#### **The value of management qualifications**

As we emerge from recession, managers who are more than simply technical experts will be vital to plugging the UK's skills shortage. Ask the Chartered Management Institute's panel of qualifications experts about how a management qualification can enhance your career.

**Narinda Uppal**, Director of Awarding Body, CMI

**Mike Petrook**, Head of Communications, CMI

**Penny Summerfield**, Qualifications Manager, CMI

### 6:00 – 6.30pm UK time

#### **Integrated reporting: the implications for professional accountants in business and governance practices in organizations**

The International Federation of Accountants Professional Accountants in Business Committee has been at the forefront of the global discussion on integrated reporting and the implications for how organizations are governed and managed. This discussion is a chance for accountants to discuss how they anticipate guiding their organisations to integrate sustainability (or ESG) issues into strategy, operations, and reporting.

**Stathis Gould**, Senior Technical Manager, International Federation of Accountants

**Vincent Tophoff**, Senior Technical Manager, International Federation of Accountants

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## CONTINUING PROFESSIONAL DEVELOPMENT (CPD)

ACCA members, attending this event, can use it to meet their CPD requirements provided it is relevant to their career. If the Conference contributes to general knowledge and skills, it should be recorded as non-verifiable CPD. If the member can apply the learning in the workplace, it will contribute to verifiable CPD. Please keep a record of why the event was relevant and how the learning was applied (if applicable) together with the confirmation of registration email.

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