

# Booking form

CIMA ANNUAL CONFERENCE 2006  
9 NOVEMBER 2006 | GRANGE CITY HOTEL | LONDON

## To make a booking

Complete and return this form (or a photocopy) to:  
CIMA Courses and Conferences,  
26 Chapter Street, London  
SW1P 4NP  
F. +44 (0)20 8849 2460

Alternatively book by:  
T. +44 (0)20 8849 2244 (provisional bookings only)  
E. [mastercourses@cimaglobal.com](mailto:mastercourses@cimaglobal.com)  
Or book online at:  
[www.cimaglobal.com/cimaannualconference](http://www.cimaglobal.com/cimaannualconference)

## Special offer

### Early bird discount

Get the **5th place FREE** on all group bookings for 4 people.  
E.g. buy 4 tickets and receive 5, buy 8 tickets and receive 10.

Please reserve \_\_\_\_\_ place/s at **CIMA Member price**  
£449 + VAT per person

Please reserve \_\_\_\_\_ place/s at **Non CIMA member price**  
£499 + VAT per person

Total places \_\_\_\_\_ Total cost £ \_\_\_\_\_

## Your details Please complete in capitals | Photocopy for extra delegates | \*Delete as appropriate

Surname	First name	Mr/Mrs/Miss/Ms*
Position	Department	
Organisation		
Address		Postcode
Tel	Email	

If you are FCMA/ACMA/CIMA registered student\* please provide your CIMA contact ID number: \_\_\_\_\_

## Payment method – please tick as appropriate

- I enclose a cheque for £ \_\_\_\_\_ made payable to CIMA Enterprises Ltd  
 Please invoice

Contact name	PO number	
Address (if different from above)	Postcode	Tel

- Please charge to my credit card (all accepted except Diners Club)

Named card holder	Type of card	
Card number	Expiry date	Issue no (if applicable)
Signature		Date

Your booking will be confirmed and a VAT invoice/receipt supplied

**Accommodation:** For accommodation contact Inntel and quote CIMA for a range of hotels in the area.

Delegate cancellation: If you have to cancel 80% of the fee will be refunded provided written notice is received not less than 21 days in advance. If you cancel later than this the full course fee is charged. A substitute delegate is welcome at no extra charge. Provisional bookings must be confirmed in writing or cancelled within 10 days (within 48 hours of bookings made within 10 days of the conference date).

Event cancellation: where circumstances force CIMA to cancel a conference the liability of CIMA shall be limited to a refund of any fees paid for that particular conference. CIMA is not liable for any consequential loss.

- I have read the booking conditions below and agree to abide by them

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please tick if you don't want to receive details of

- further CIMA courses and conferences by post  
 further CIMA courses and conferences by email  
 other CIMA products and services  
 other suppliers' products



### Venue

Grange City Hotel, 8-14 Coopers Row London EC3N 2BD

Registration opens at 9.00am

### How to get there

By train: Fenchurch Street Station

By tube: Tower Hill and Aldgate

By road: Coopers Row adjoins two streets, Fenchurch Street and Tower Hill and runs into Trinity Square

### The Chartered Institute of Management Accountants

26 Chapter Street  
London SW1P 4NP  
United Kingdom

T. +44 (0)20 8849 2244  
F. +44 (0)20 8849 2460  
E. [mastercourses@cimaglobal.com](mailto:mastercourses@cimaglobal.com)  
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CIMA

# CIMA ANNUAL CONFERENCE 2006

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## Shaping the future

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### Your essential update for the year ahead

The CIMA Annual Conference 2006 is a leading industry event and your opportunity to join fellow professionals and industry experts for the very latest in business thinking. It is a chance to consider the key issues for business today and the pressures, challenges and implications for the future. Attendance will give you an informed view and an opportunity to embrace new approaches and enhance your own professional development.

# Shaping the future

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'An excellent opportunity for an update on a number of key issues facing the profession from a group of expert and highly rated speakers.'

2005 delegate

'An opportunity to stand back from daily grind and think more strategically. Good ideas and different views.'

2005 delegate

'Exposes you to many important business topics that would otherwise struggle to gain day to day attention.'

2005 delegate

Our 2006 programme promises to challenge and push boundaries and offers a top line-up of speakers including: Ian Pearson, BT's Futurologist; Dr Steven Fries, Chief Economist, Royal Dutch Shell; Dr David Blake, Director of The Pensions Institute; and Barbara Moorhouse, Director General Finance, Department for Constitutional Affairs.

## Continuing your professional development

CIMA is committed to the enhancement and continuous improvement of the knowledge and skills of Chartered Management Accountants. Our Annual Conference will once again have a strong focus on CPD and is appropriate for members of all accounting bodies.

## Who will benefit?

The CIMA Annual Conference is ideal for all middle to senior financial decision makers who are interested in the key issues for business today and the pressures, challenges, and implications for the future. It offers an unparalleled learning opportunity for all management accountants.



## Conference Chair

**Sarah Montague,**  
Journalist and Broadcaster

Sarah presents BBC Radio 4's flagship *Today Programme*. She is also an occasional presenter on BBC World's *Hardtalk* and has presented many programmes including *Newsnight* on BBC2 and *Breakfast News* on BBC1. Sarah began her career in finance, working first as a private client stockbroker for County NatWest then in Eurobond sales for NatWest Capital Markets.

## Speakers: Industry experts from the forefront of their profession

The CIMA Annual Conference continues to attract the very best calibre of speakers from the business community and this year's event is no exception. The 2006 line up includes:



Ian  
Pearson



Dr David  
Blake



Robin  
Ellison



Marc  
Hommell



Nick  
Eyre



Dr Steven  
Fries



Patricia  
Cochran



Jason  
Goodwin



Andrew  
Buchanan



Philippa  
Foster-Back



Barbara  
Moorhouse

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## Speakers

### **Ian Pearson, Futurologist, BT**

Ian joined BT Laboratories in 1985 and has worked in network design and evolution, cybernetics, and mobile systems. He now concentrates on mapping the progress of new developments throughout information technology, considering both technological and social implications. He lectures extensively on his future views and has received many awards for his papers, written several books and makes regular TV and radio appearances.

### **Dr David Blake, Director, The Pensions Institute**

David is Professor of Pension Economics and Director of the Pensions Institute at Cass Business School, London, and Chairman of Square Mile Consultants, a training and research consultancy. In June 1996, David established the Pensions Institute, which undertakes high quality research on all pension-related issues. David is also a member of CIMA's Pensions Advisory Group.

### **Robin Ellison, Head of Strategic Development of Pensions, Pensions and Chairman, National Association of Pensions Funds**

Robin specialises in the development of pensions and related products for insurers and other providers, as well as European pensions, pensions trustee law and pensions in matrimonial matters. Robin is also the Chairman of the National Association of Pension Funds and a frequent broadcaster on radio (especially BBC Radio 4 Moneybox) and television on pensions.

### **Marc Hommel, Partner, PricewaterhouseCoopers**

Marc is markets leader for PricewaterhouseCoopers' pensions practice and specialises in helping employers and trustees optimise the effectiveness of their pension management obligations. He has advised on the pension impacts on numerous financial and organisational restructures with many of the world's major organisations. A frequent industry commentator, Marc previously worked as a director of Liberty International Financial Services plc, and CEO of Liberty Pensions and Hermes Liberty Pensions.

### **Nick Eyre, Company Secretary, Co-operative Group**

Nick is responsible for the Group's recently reformulated £5billion pension fund, created by the merger of the former Co-op Group, CIS and Co-operative Bank pension funds. The Group is presently undertaking a major project to minimise risk in respect of its career average scheme in order to create a sustainable deferred benefit pension for staff.

### **Dr Steven Fries, Chief Economist, Royal Dutch Shell**

Dr Fries is responsible for advising the Shell group on global economic developments and economic policy issues that affect its operations and strategy. Prior to joining Royal Dutch Shell, he was Deputy Chief Economist and Acting Chief Economist at the European Bank for Reconstruction and Development. Steven has been published extensively on the post-communist economic transition in Eastern Europe and on financial reform and development.

### **Patricia Cochran, Chief Financial Officer, Vision Service Plan (VSP)**

As CFO of Vision Service Plan (America's largest specialised health plan for vision care), Patricia has direct responsibility for financial and regulatory accounting, taxes, treasury, internal auditing, financial analysis, underwriting, budgeting, facilities, security, mail distribution, warehouse operation, purchasing and special events. Patricia currently serves on the AICPA National Governing Council and Financial Literacy Commission.

### **Jason Goodwin, Head of Solution Strategy, SAS UK**

Jason has over 12 years' experience at a senior level across a variety of industries. For the last 7 years, in addition to being a Board member of a systems integrator, Jason has focused on business performance improvement across the marketing and finance functions. At SAS, much of Jason's time is now spent helping marketing professionals achieve their corporate goals and is regularly featured in the marketing press or speaking at events.

### **Ian Davies, Managing Director, Re-think Limited**

Ian is the founder of Rethink Limited in which capacity he developed a reliable and reproducible approach to the re-engineering of business processes. He previously worked for IBM where he held a number of senior management positions in the finance, banking and insurance industries. In the years since the creation of Rethink, Ian and his colleagues have applied their methods successfully to major projects within the financial services sector.

### **Andrew Buchanan, Partner, Finance Reporting Unit, BDO Stoy Hayward**

Andrew has extensive practical experience of IFRS and UK GAAP, and has a leading role in BDO's international interpretation and application of IFRS. He has specialised in technical accounting since 2000 and, before joining BDO in 2004, was a member of KPMG's technical accounting group. Prior to this, he was involved in audit and transaction services, including a number of years in Eastern Europe.

### **Philippa Foster-Back OBE, Director, Institute of Business Ethics**

As Director of the Institute, Philippa is responsible for implementing strategy, leading the team and ensuring that the Institute meets its charitable aims. She has a number of external appointments, including at the Ministry of Defence where she sits on the Defence Management Board and Chairs the Defence Audit Committee. She also sits on the Board at The Institute of Directors and on the Professional Accreditation Committee.

### **Barbara Moorhouse FCMA, Director General Finance, Department for Constitutional Affairs**

Barbara is responsible for top level strategic financial management, spending controls and leading on spending reviews and liaison with the Treasury. Most recently she has held interim executive appointments in a range of industries, including Chief Finance Officer for Scala Business Solutions NV. Barbara is also an associate member of Association of Corporate Treasurers.



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# Conference programme

9.00 – 9.30am	<b>Registration and coffee</b>
9.30 – 9.40am	<b>Welcome</b> <b>Glynn Lowth</b> , CIMA Vice-President and <b>Sarah Montague</b> , Conference Chair, Presenter of BBC Radio 4's Today Programme
9.40 – 10.25am	<b>Keynote: A trip to the future – sponsored by TotallyFinancial.com</b> <b>Ian Pearson</b> , Futurologist, BT Advances in artificial intelligence are taking us quickly towards smart machines that will be conscious and smarter than people. The business world will see enormous new markets, new channels to customers, and almost every industry will be greatly affected. Ian will discuss the advances in technology, artificial intelligence, smart environments and how companies will need to adapt in order to survive.
10.25 – 11.10am	<b>Pensions discussion panel</b> <b>Dr David Blake</b> , Director, The Pensions Institute <b>Robin Ellison</b> , Head of Strategic Development of Pensions, Pensions and Chairman, National Association of Pensions Funds <b>Marc Hommel</b> , Partner, PricewaterhouseCoopers <b>Nick Eyre</b> , Company Secretary, Co-operative Group Despite record contributions and rising stock markets, pension deficits of United Kingdom companies remain stubbornly large. For many finance directors the challenge is to manage this deficit while remaining focused on the rest of the business. This panel will look at ways in which they can do this, including the potential for separating the pension risk from the company's other finances.
11.10 – 11.30am	<b>Coffee</b>
11.30 – 12.15pm	<b>The global economy of the future: scenarios and business strategy</b> <b>Dr Steven Fries</b> , Chief Economist, Shell Dr Fries will discuss how key economic and political drivers can influence the global economy of the future and how scenarios of the future can be used to shape business strategy and investment decisions.
12.15 – 12.45pm	<b>Enterprise Risk Management: enhancing your capacity to create value – developed by AICPA</b> <b>Patricia Cochran</b> , Chief Financial Officer, Vision Service Plan Effectively managing enterprise risk is a universal challenge. COSO (Committee of Sponsoring Organisations of the Treadway Commission) recently developed a new framework that assists organisations in improving risk identification and risk analysis. This session will present and explain the eight interrelated components of COSO's framework with examples of how it has been applied.
12.45 – 1.45pm	<b>Lunch</b>
1.45 – 2.45pm	<b>Financial intelligence: the future for technology in the finance department – in association with SAS</b> <b>Jason Goodwin</b> , Head of Solution Strategy, SAS UK <b>Ian Davies</b> , Managing Director, Re-think Limited This panel session will look at how changes in technology will affect the way we do business, the roles needed in the future, virtual working, networking, accountancy software packages and the direction in which they are moving.
2.45 – 3.30pm	<b>CPD update: company law reform, corporate governance and financial reporting</b> <b>Andrew Buchanan</b> , Director, Finance Reporting Unit, BDO Stoy Hayward Andrew will provide a professional update on the key issues for the year ahead including company law reform, corporate governance and financial reporting.
3.30 – 3.50pm	<b>Tea</b>
3.50 – 4.30pm	<b>The nature of ethics in business</b> <b>Philippa Foster-Back OBE</b> , Director, The Institute of Business Ethics Philippa will discuss the nature of ethics in business, best practice and procedures for ethical issues including whistle-blowing.
4.30 – 5.00pm	<b>Business experience case study – sponsored by CMA Canada</b> <b>Barbara Moorhouse</b> , Director General Finance, Department for Constitutional Affairs As a leading and highly respected FCMA, Barbara will discuss her extensive experience in both the public and private sector to give an insight into her career as a senior management accountant.
5.00pm	<b>Conference close and champagne reception</b>

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