7th Controlling, Performance and Reporting Forum

Financial Transformation, Corporate Performance Management and Strategic Leadership
March 10-11, 2016, Amsterdam

CORPORATE GUEST SPEAKERS

Sandeep Kunte, Director, Financial Planning and Performance, Barclays

Kourosh Dolatabadi, Head of Controlling Center of Excellence, CFO DHL Worldwide Network NV, DHL Express Europe

Dr. Matthias Koch, Head of Finance, St. Jude Medical

Susanne Preiss, Financial Planning & Analysis Management, GM Financial

Arif Kamal, CFO, Thomas Cooper

Onder Senol, CFO, De Facto

Johnny Hasnain, European Director, Financial Change Management, Liberty Global

Florin Marin, CFO Romania & Bulgaria, Schindler

Jan Klaus, Group Controlling Director, CEZ

Dragoslav Jozic, Commercial Policy Controller, Philips

Bjarte Bogsnes, Vice President Performance Management Development, Statoil

Anwar Mirza, Financial Systems Director, TNT Express

Fabrizio Olivares, VP Finance Europe - Regional Operations Cement, Aggregates & Concrete, LafargeHolcim

Chris Mathews, Executive Director Finance, Planning & Analysis, Merial (to be confirmed)

Lennart van Bolderick, Financial Controller, John Crane

Han Horlings, Acting Head of Financial Planning and Analysis, APM Terminals

Olaf Komitsch, Director of Performance Management & Controlling Trading, EnBW

Barclays  Connecting Corporate Performance Mgmt to Strategy

Philips  How Finance can Drive Growth and Profitability Performance

John Crane  How Finance can Drive Growth and Profitability Performance

APM Terminals  FP&A: Harmonizing Business Planning, Reporting and Analytics, and Performance Management

De Facto  Case Study of a Financial Transformation Programme

Improving The Record-to-Report Process

Merial Linking Finance with Sales & Operational Planning

Liberty Global Accounting Transformation in Practice

DHL Express  Controlling Transformation at DHL Express: Our Journey from Goof to Great

LafargeHolcim  Finance Function Integration during Mergers and Acquisitions

CEZ  Financial Management is Not About Cost Cutting, but about Supporting the Best

EnBW  Inclusion of Performance Management and Operative Excellence

Interplay with Finance Systems, Shared Services & Outsourcing

TNT Express  Business Control - A Mix of Predictive Analytics, Data management and Software Skills

Philips  Organisational Culture and Finance Teams Performance

Financial Performance in your Supply Chain

Statoil  New Business Realities and the Need for Management Innovation

Thomas Cooper  Importance of Forecasting / Shortcoming of Budgets

Benefiting from a Global Enterprise Data Warehouse

Schindler  Planning and Forecasting in a Volatile World

GM Financial  KPIs for Structuring Successful Performance Management
Day 1, March 10th, 2016

08.30 Registration and Coffee
09.00 Chairman’s Opening Address

09.15 - Linking Performance Management to the Corporate Business Plan
- Financial Planning through an Organisational Lifecycle and Strategic Planning Framework
- Change Management for Finance Transformation
- How FP&A can better align with every functional area in the organisation
- Knowing the resources necessary to meet expectations in the functional areas
Sandeep Kunte, Director, Financial Planning and Performance, Barclays

10.00 - Importance of Forecasting / Shortcoming of Budgets
Arif Kamal, CFO, Thomas Cooper

10.45 - Morning Coffee and Networking

11.15 - Planning and Forecasting in a Volatile World
- Setting and achieving tactical targets
- Forecasting pipeline with confidence
- Agile management collaboration on strategy delivery
- From rolling forecasts to dynamic forecasting
Florin Marin, CFO Romania & Bulgaria, Schindler

12.00 - “The Future Ain't What it Used to Be” - New Business Realities and the Need for Management Innovation
- The problems with traditional management, including budgeting
- The Beyond Budgeting principles and companies on the journey
- Statoil's "Ambition to Action" model:
  - redefining performance - dynamic and relative targets and a holistic performance evaluation
  - dynamic forecasting and resource allocation and no traditional budgets
  - from calendar-driven to event-driven; a more self-regulating management model
- Implementation experiences and advice
Bjarte Bogsnes, Vice President Performance Management Development, Statoil

12.45 - Luncheon

14.00 - Finance Function Integration during Mergers and Acquisitions
- Finance function due diligence and integration issues: Completely different accounting, reporting and consolidation systems
- Culture Issues: profit center concept vs cost center principle
- Management issues
Fabrizio Olivares, VP Finance Europe - Regional Operations Cement, Aggregates & Concrete, LafargeHolcim

- Role of FP&A function in a market (relation with different stakeholders, controlling, financial stewardship, etc)
- Positioning FP&A team as business support in order to link strategic, operations and financial planning to drive business performance
- Risk adjusted forecasting
- Improving FP&A to allow for more value-adding activities
- Setting up a high performance FP&A team in a market, needed skills for FP&A talents
Han Horlings, Acting Head of Financial Planning and Analysis, APM Terminals

15.30 - Afternoon Coffee and Networking

16.00 - Financial Management is Not About Cost Cutting, but about Supporting the Best
- Support the best people, ideas, projects, business segments, investments
- Case study on CEZ Group improving its 2015 business plan though a savings and growth plan worth 200 million euros
Jan Klaus, Group Controlling Director, CEZ

16.45 - Controlling Transformation at DHL Express: Our Journey from Goof to Great
Kourosh Dolatabadi, Head of Controlling Center of Excellence, CFO DHL Worldwide Network NV, DHL Express Europe

Closing Remarks from the Chair and end of Day 1
Day 2, March 11th, 2016
09.00 Chairman’s Opening Address

Improving Financial Reporting & Accounting Transformation

09.00 - Case Study of a Financial Transformation Programme

Onder Senol, CFO, De Facto

9.45 - Accounting Transformation in Practice

• Practical experiences on accounting transformation
• Experiences on automation of accounts payable, account to report, invoice processing and reconciliation

Johnny Hasnain, European Director, Financial Change Management, Liberty Global

10.30 - Morning Coffee and Networking

11.00 - How Finance can Drive Growth and Profitability Performance

Lennart van Bolderick, Financial Controller, John Crane

11.45 - Financial KPIs for Structuring Successful Performance Management

• Balanced scorecard (including the essential finance KPIs with non-financial ones tailored to your company)
• Quantifying your strategy goals; Sub-KPIs within: brand equity, human capital, value chain, customer relationships, etc.
• Following up strategic projects and project portfolio management

Susanne Preiss, Financial Planning & Analysis Management, GM Financial

12.30 - Business Control - A Mix of Predictive Analytics, Data Management and Software Skills

Using the smartest planning techniques with the latest software solutions and the highest quality data are key ingredients for success. This session brings together three of the four pillars of effective reporting, planning & control and challenges you to equip Controllers with the right tools in today’s competitive environment. Anwar Mirza presents a unique insight in to the combination of these topics.

Anwar Mirza, Financial Systems Director, TNT Express

available topics:
Financial Performance in your Supply Chain
• Successful end to end financial performance management in your supply chain
• Procurement, logistics and payments: aligning the finance structure with operating model

• Experiences with various front ends from data mining to dashboards
• Distribution across the company, Governance and follow up

12.30 - Luncheon

14.30 - Inclusion of Performance Management and Operative Excellence

• Case Study and Journey of the implementation of Performance Management Programmes in a complex corporate structure

Olaf Komitsch, Director of Performance Management & Controlling Trading, EnBW

15.15 - Linking Finance with Sales & Operational Planning

Linking FP&A Finance with (S&OP) Sales & Operational Planning approach to reach alignment on where the company is going

Chris Mathews, Executive Director Finance, Planning & Analysis, Merial

Culture and Workforce Management

16.00 - Organisational Culture and Finance Teams Performance

• Sustaining the success of Finance Transformation by addressing change management and employee engagement
• Organization of the Company and of the Finance function: interactions and constraints
• Finance organization, financial priorities and global Company objectives
• Feedback from personal experience

Dragoslav Jozic, Commercial Policy Controller, Philips

16.45 - Afternoon Coffee and Networking

17.30 - The Keys to Finance Function Effectiveness

• How to transfer your finance function into a strategic business partner
• Optimise Financial Operations to Processes in a Global Organisation
• Allowing finance to support faster learner operations
• Using existing tools and technologies to increase cross-functional effectiveness
• Pinpointing the cost-savings where they exist
• Indentifying improvement areas in processes to drive efficiencies

Improving The Record-to-Report Process

• Removing the inefficiencies in your accounting and reporting function
• The correct KPIs for record-to-report
• Best practices on standardising and automating the accounting to reporting process
• Whether to centralise, outsource or set up a shared service centre

Closing Remarks from the Chair and End of Forum
WHY YOU SHOULD ATTEND

The necessity of improved controlling and corporate financial performance has never been clearer than the present. The strategic role of financial and performance reporting carries substantial influence on management decision-making. Almost every multinational company has begun or is in the process of implementing a CPM or financial transformation programme. Yet a significant amount of corporations have yet to fully realise the true benefits and cost savings of an integrated CPM programme. Also, corporate finance has yet to fully organise its finance functions in an optimal way to suit its corporate structure within its market.

The fragile economic environment requires corporate finance to adapt to rapid changes in income & expense, credit, currency valuation and compliance & operational risks - while at the same time corporate finance must improve overall efficiency and savings. This can be addressed with a coordinated and unified controlling strategy that addresses the various risks, incorporates performance measurement, re-forecasting and budgeting, and uses financial and non-financial data collection and reporting tools to their greatest potential.

Attend this seventh Controlling event to benchmark how other controllers and financial directors are implementing advanced financial reporting strategies and tools; hear their perspectives - both success stories and lessons learned. Discover how they are reacting to the volatile economy and laying the groundwork for best in class controlling and reporting leadership. Utilise this event to learn from their experiences, compare solutions and take away concrete strategies that you can use to drive financial transformation in your enterprise.

WHO SHOULD ATTEND:
CEO, Vice President, CFO, Directors, Managers of:
Group Reporting Management, Corporate Finance, Corporate Accounting, Accounting, Corporate Reporting, Corporate Performance Management, Financial Control, Reporting Control Consolidations, Strategic Planning, Financial Analysts, Investor Relations, Corporate Governance.

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