



Finance Directors' Forum
31st October - 3rd November
Aurora

St Leonards House
St Leonards Road
London SW14 7LY

19th October 2007





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Sales Proposal for Richmond Events

Dear David,

Thank you for your interest in the Finance Directors' Forum. I have put together the following sales pack that addresses your needs.

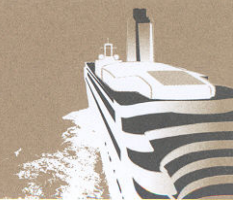
I believe the Finance Directors' Forum represents an excellent route for you to generate new business opportunities and I look forward to welcoming you onboard.

I will call within the next couple of days to answer any further questions that you may have.

Yours sincerely.

vicky clarke





THE FINANCE DIRECTORS' FORUM **31st October – 3rd November 2007**

Conference Programme

This year's Finance Directors' Forum focuses upon the various demanding roles of the today's modern Finance Director, the future of education and training in the industry as well as the hot topics which are affecting all companies including working with emerging markets and their role in making your business grow, Corporate Social Responsibility and the reward versus cost implications of supporting "green issues." Private Equity will also be extensively covered from what approach to take then you receive the call from the private equity firm, the latest trends and developments, to the ethics and governance of the industry.

There will be further coverage of current regulations and their impact including defending yourself against regulation and the implications of future tax strategies such as the 2006 Companies Act.

This year's Forum promises to encapsulate the intrinsic issues which all Finance Directors need to be thinking about to keep their knowledge up-to-date and maintain efficiency with a visionary edge in an increasingly competitive environment. The Forum will again create a busy interactive environment with conference sessions, peer networking, think tanks and opportunities to discuss issues and business needs within a senior finance audience.

Opening Address – Barbara Cassani



Barbara Cassani founded the low cost airline Go and spearheaded the successful London 2012 Olympic bid. Currently, she is working on developing UK-based business opportunities in the travel and hospitality sectors.

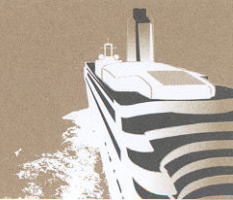
She started her career in management consulting then worked in wide variety of roles at British Airways. In 1997, Barbara started-up Go, the European low-cost airline based in London, with a £25m investment from British Airways and guided the airline to profits in less than 3 years as its CEO. The airline grew rapidly with turnover of £16m in 1998 and £230m in 2002. In 2001, she headed a £110m management buyout and a year later Go was sold to easyJet for £374m. In 2002, she was named Veuve Clicquot UK Business Woman of the Year and was voted UK Entrepreneur of the Year among readers of top UK newspaper.

Keynote Address – Col. Tim Collins MBE

"Leading from the front"

In his keynote session, Tim Collins gives a practical understanding of how lessons learned by the military can be drawn on to create a successful business, with the ensuing workshops taking that understanding a stage further. In smaller, interactive groups Collins will dissect real-life examples of leadership, teamwork and motivation to provide new techniques and tools that you can apply to your own day-to-day life.





Keynote Address – Erik Britton



“How long will the Global Economic Boom continue?”

This keynote session will provide an outline of the prospects for the global economy. What conditions that have created a global boom of unprecedented proportions? Who are the winners and losers in the global boom? What are the major risks for the global economy in coming years? How long will the boom last? Erik has a reputation for conveying complex economic material in a clear and compelling way and will provide a valuable perspective on the economic outlook and implications for business and competition.

Workshops and Seminars

Staff and Career

Effective Leadership

An old quote states that “leaders are made, they are not born”. The only problem is, when do we have time to be ‘made’ a leader? This session will take the time to provide insight into characteristics of proven leaders, and how they can be implemented into your current capabilities.

Speaker: Col. Tim Collins MBE

Strategic Leadership: Balancing Risk and Reward

The world demands a new view of strategic leadership from its Finance Directors and organisational leaders. After all, financial success is not achieved by developing great strategies or plans, nor is it achieved by great leadership alone. Without a clear direction even the best leadership is ineffective and excellent strategy with poor leadership is pointless. It could be argued that organisations often inappropriately invest significant resources into their strategic planning and management processes thus diverting executive focus away from the real emerging issues and the need to run the business in step with its changing environment. This session will present recent research that focuses on the interaction of strategic leadership, planning and the creation of value in times of change. The findings and conclusions presented will significantly change the way executives look at their strategic leadership and planning process.

Speaker: Doug Ross, Managing Director, Square Peg International

Off the starting blocks!

This session will share CFO's feedback from lessons learnt in the first 100 days of office and tips for ensuring a successful transition into a new role. What should you do in your first 100 days? Is it best to listen or make your mark? What happens if you find the role or strategy isn't what you expected? Does preparation hamper or enhance performance? How can you build a network that helps support the transition to CFO?

Speaker: Suzzane Wood, Managing Partner, Heidrick & Struggles

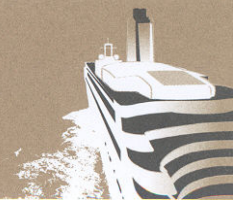
Making the transition from CFO – CEO

This session will discuss the facts on whether CFO's make great CEO's and what Boards look for when assessing your ability to make the transition. Do you really want a career in general management or just recognition for your commercial/strategic contribution? Are there key points to consider or challenges you might face or should anticipate? Are there any draw backs which it might be beneficial to take into account? Is there any way to weigh up the pros and cons or should you go with your instinct?

Speaker: Suzzane Wood, Managing Partner, Heidrick & Struggles

Human Capital Valuation: Accounting for Talent

A substantial proportion of an organisation's profitability and growth is driven by the capability and motivation of its people. This forms a significant portion of the intangible assets or goodwill of a company yet current methods of valuing such human capital tend to rely on subjective and potentially unreliable assessments. Finding reliable and repeatable ways to express human capital in financial terms can help organisations to



demonstrate their true value and thereby, among other things, protect against hostile takeover, lower the cost of capital and increase shareholder value. Measuring human capital and understanding how it drives performance also offers a way to assess 'people' and HR interventions financially and so support a more rigorous decision making. Drawing on case-studies from several sectors, this workshop explores ways to value talent and/or Human Capital within organisations more accurately and practically.

Speakers: *Dr D J Brown, Partner, Aurora Experience*
Dr. Meir Russ, Associate Professor, Business Administration, University of Wisconsin-Green Bay

Leadership Development in the Global Finance Profession

The global accountancy profession in 2007 is continuing to evolve, bringing finance leaders increasingly into the spotlight. The challenge for many organisations is to ensure that they are developing their finance leaders to take on the role of CFO in an ever changing and competitive environment. ACCA, working with Exeter University Leadership Centre, has developed research that investigates both the current nature of leadership in the global finance profession, and the leadership development process. This session will provide critical insights for organisations seeking to develop a pipeline of future finance leaders, and individuals aspiring to becoming finance leaders in the future.

Speaker: *Jamie Lyon, Senior Manager Learning and Development, ACCA*

The Next Generation of Accountants: Robot or Human?

Is the current system for educating and training accountants capable of producing well-rounded, dynamic, strategically minded individuals able to cope with a multitude of tasks? As technology continues to automate many of the number-crunching tasks in the finance function, FDs are crying out for creative, unconventional young accountants with good communication and influencing skills. But if the profession – and the training – do not lure them in, where will we find the next generation of FDs?

In this session, FDs and institute experts will be discussing how much FDs can still rely on the accountancy qualification to deliver staff for business finance functions. We will also be asking how you can develop your employees once they are in your team and how you can evaluate your spending on both formal training and time spent away from the day job learning softer skills.

Moderator: *Richard Young, Freelance Writer & Editor*

Panellists: *Barry Payne, Head of Business Development and Marketing, ACCA*

Ray Perry, Director of Brand, CIMA

Julia Attridge, Assistant Director, Education & Training Development, CIPFA

Julie Wirth, Director of Group Finance, Home Retail Group

Rob Eastwood, Director of Finance, Brunel University

Ronke Adeagbo, Director of Corporate Services, Crossways Academy

Neil Goulder, Director of Finance & Administration, V

CPD Toolkits

This will include relevant and topical case-studies of past problems and the solutions employed to be highlighted through the right combination of theory and evidence. These case-studies will be delivered by Institutional Representatives and Inspirational Industry Leaders.

Private Equity

It is over 25 years since private equity – an idea imported from the US - began to make its mark in Britain. In that time, the private equity industry has been instrumental in altering the way in which companies "do business". And recently, the flurry of high profile approaches by private equity firms to quoted companies means that the private equity industry is firmly in the spotlight. Sessions will include:

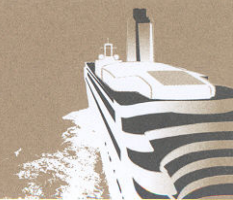
Private Equity: under the Spotlight

Private equity has never been more topical. The subject of political scrutiny and media attention on both sides of the Atlantic, its role as a driver of business value is now being openly questioned. Hear a twenty year industry veteran explain the key issues such as transparency, taxation, fund size and fee drag. Guy Fraser-Sampson is the author of *Private Equity as an asset class*, the only definitive textbook in the world on this fascinating area. His perspective on the subject will prove enlightening to devotee and sceptic alike.

Speaker: *Guy Fraser-Sampson, Author: "Private Equity as an asset class"*

Case study: what approach do you take when you receive the call from the private equity firm?

There is a strong possibility if you are an FD in a successful business that you will at some point receive a call from a private equity firm. This case-study will provide illustrations on what to expect, how to prepare, what to



bear in mind before and during the initial conversations as well as how to position yourself for success throughout the process. The stakes can be high and success or failure can hinge on having the right private equity investor and handling the negotiations skilfully. Being unprepared for the process can lead to common blunders.

Speaker: Mark Humphries, Partner, Catalyst Corporate Finance LLP

Environment and Corporate Social Responsibility

The Business Case for Corporate Responsibility

These days no organisation can afford to ignore its environmental impact, social issues and the power of public relations. But what does good corporate responsibility (CR) add to the bottom line? What role can the FD – as chief risk manager and keeper of the corporate conscience – play in steering and evaluating the impact of a company CR programme? And how much value in CR is hidden in areas such as recruitment, retention, morale and productivity?

In this session, FDs with a well-established CR remit will be sharing their experiences and discussing the best way to take a hard-headed approach to what might appear to be soft issues. Whether your business is looking for the best way to exploit its existing community activities, save money by becoming greener or smarten up your appeal to graduates or potential customers, their views will help structure your boardroom thinking on CR.

Moderator: Richard Young, Freelance Writer & Editor

Speakers: Alison Grieve, Finance Director, Business in the Community – a business led charity promoting all areas of responsible business practise

John Shaw, Finance Director, Oxfam – which has worked with blue-chip corporates on their sustainability agendas

Aziz Punja, Director of Finance & Corporate Services, The Energy Saving Trust – who bring experience of energy efficiency, carbon reduction and emissions control

Brian Sheriff, Finance Director & Company Secretary, The MVA Consultancy – global transport advisers looking at sustainable transport policies

Phil Dix, Finance Director, Fujitsu Siemens – which is exploiting customer demand for a sustainable, responsible supply chain

Today's Business

Emerging markets – the Effects on UK Business

How are UK businesses going to be affected by the dramatic growth of the Asian Economies? This session will provide a detailed assessment of the prospects and risks for UK businesses. What are the competitive implications of the emergence of the new European and Asian economies, particularly as they move from basic to higher value activities. Where is the market growing most rapidly? Where are the risks to growth most pronounced? What factors could undermine growth in coming years? This session will provide an opportunity to gain the inside track.

Speaker: Erik Britton, Director of Economics, Oxford Economics

Outsourcing & Shared Services - are they right for your organization?

If conceived, implemented and governed well, changing the finance and accounting delivery model can yield an array of benefits that process reengineering alone just cannot deliver fast enough. This session will help participants sort through the variety of delivery and deployment options, their preconditions for success, the risks inherent in scope definition, location strategy, and human capital management, and the all important capabilities of the client team to govern and effect change.

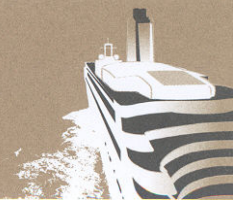
Moderator: Ray Perry, Director of Brand, CIMA

Speaker: Deborah S. Kops, Chief Marketing Officer, WNS Global Services

Mergers & Acquisitions: How to Make Deals Successful

Mergers and acquisitions activity has run at unprecedented levels over the last 10 years. They are a fundamental part of many firms' strategies to maximize value and create sustainable competitive advantage. Yet many acquisitions fail because they are complex and difficult to execute and successfully manage. So is there a blueprint for the success in your new venture which will retain customer loyalty, retain talented employees and sustain investor confidence? Personal strategies to avoid redundancy if your company is acquired will also be covered if time permits.

Speaker: Prof. Scott Moeller, CEO & Director, Cass Executive Education Ltd, Cass Business School & Author of "Intelligent M&A"



How is my Business Doing?

Running a successful small business is no mean feat. Growing it profitably is even more difficult. However, our analysis and work with hundreds of mid-tier businesses across three continents has demonstrated there are five key attributes that, when in place, allow a business to reach its full potential.

This session will cover:

- Understanding the drivers in the valuation of your business - how to influence & plan strategies to increase value
- Understanding where your business is in its business cycle & how this influences strategy and profitability
- How to create an 'Advanced Growth' business
- Utilising resources efficiently to get maximum growth & profitability for your business

So, if you are frustrated that your business is standing still and you find all your time taken up fire-fighting the daily problems that occur, rather than planning the company's future, then this workshop is for you.

Speaker: Anna Barton, Business Coach, Shirlaws Business Coaching

Regulation

Regulation Toolkit – The Companies Act 2006

The Companies Act 2006 is the first major reform of company law for 20 years. It consolidates most of the previous companies legislation into one Act. The key themes of the Act are to make it simpler to set up and run private companies and to improve shareholder engagement. The new rules come into force gradually in the period up to 1 October 2008, with certain key provisions, including those relating to directors' duties, coming into force on 1 October 2007. This session will provide an expert briefing on key provisions of the Act. It will include recommendations of the changes in company law and practice that all boards should be briefed on and the ten most practical action points for companies.

Speaker: Nigel Thorne, Corporate Partner, Shoosmiths

Personal Development Sessions

A variety of tailored one-to-one activities to meet the individual needs of the busy finance professional.

Nothing but Negotiation

Everything is negotiable but not everyone is a negotiator. To ensure you are achieving the results you need, our workshop leader will show you how to improve results through more sophisticated negotiation. Techniques illustrated will include better preparation and bargaining, how to reduce expectations and achieve more powerful listening. This seminar will focus on fast pick-up of new skills.

Speaker: David Bryson, Director, Negotiations Workshops

Giving a Compelling Performance

By using actors skills and Stanislavski's Circles of Concentration the Giving a Compelling Performance session can turn the average business presentation into a compelling performance. If you would like your presentations to appear fresh and spontaneous and to be positively memorable, this session could be for you.

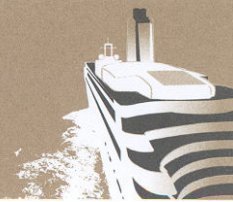
Speaker: David Gillespie, The Speechworks

Solution Focused Thinking - Creating Mental Breakthroughs

If you value the benefits that clear, structured, flexible systems bring to your business, why not consider a commonly shared system for thinking? Remember the cliché that our greatest asset is our people? Well, if it is true, why don't we harness their collective brainpower and help people to think in a more solution focused way? Discover how improved thinking leads to improved results. This session promises to challenge and stretch your thinking in a fun and practical way.

Speaker: Andy Gilbert, Managing Director, Go MAD Thinking





Using the psychology of enterprise to revitalise you and your business - put your organisation on the couch!

Many organisations have benefited from applying the essential qualities of successful entrepreneurs to their business.

This inspirational and fun workshop will explore the psychology of enterprise and show you how to create an enterprising culture to revitalise your business.

What can organisations learn from entrepreneurs? What are the attitudinal and behavioural qualities of successful entrepreneurs? How can larger organisations benefit from enterprising behaviour?

During this workshop you will have the opportunity to put your organisation on the couch and discover whether you and your teams have the passion and energy to achieve great success.

This workshop will appeal to participants from both large and smaller organisations.

Speaker: Professor David Johnson, Chartered Psychologist, Counsel to Business Ltd

Wine Tasting

Do you simply drink wine or do you taste wine? Anyone can drink wine but it takes practice to be able to distinguish a wine's characteristics. You will taste a variety of wines, with your own opinions against those of a wine expert. Hugely enjoyable and very informative. Tasting notes supplied.

Workshop leader: Keith Grainger, Author and Founder of the Association of Wine Educators





CONFIRMED DELEGATES

This is a list of the Delegates who have already confirmed their attendance at **The Finance Directors' Forum** on board M.V Aurora on the 31 October – 3 November 2007

Company	Job Title
1st Credit Limited	Finance Director
Abbey plc	Head of Management Reporting
Acergy	President and CFO
Airport Services Ltd	Finance Director
Albemarle Interim Management plc	Financial Controller
Aldwyck Housing Association	Finance Director
Alliance & Leicester	Director of Financial Control & Reporting
Amey Ventures Ltd	Finance Director
Archant Ltd	Group Finance Director
Ashford & St Peter's Hospitals NHS Trust	Finance Director
Asprey & Garrard	Finance Director
Auto-Sleepers Group	Group Finance Director
Aviva	Head - IT Financial Planning
AXA Assistance (UK) Ltd	Deputy Finance Director
Baker Tilly	Finance Director
Bank of America	CFO for Europe, Middle East and Africa
Bartle Bogle Hegarty	Chief Financial Officer
Bassetlaw District Council	Chief Executive
Belloni Ltd	Finance Director
Berkeley Scott Group	Chief Financial Officer
Bertram Group Ltd	Finance Director
BI	Finance Director
Bibby Distribution	Chief Financial Officer
Bowmer & Kirkland Ltd	Group Financial Controller
Bowmer & Kirkland Ltd	Group Finance Director
British Airways Regional Cargo	Finance Director
British Printing Industries Federation	Financial Director
Brunel University	Director of Finance
Business in the Community	Finance Director
Cabinet Office	Finance Director
Cambridge Manufacturing Company limited	Finance Director
Camelot Group plc	Head of Treasury
Capita Hartshead	Finance Director
Care Partners Trust	Finance Director
Celerant Consulting	Chief Financial Officer
Centaur Services Ltd	Finance Director

Correct as of 19 October 2007

This list of attendees at The Finance Directors' Forum is supplied exclusively for the use of potential attendees at the event and is the copyright of Richmond Events, the organisers of The Finance Directors' Forum. This list and any of its contents is to be kept confidential and must not be passed to any third party for any purpose.





CONFIRMED SUPPLIERS

This is a list of the Suppliers who have already confirmed their attendance at **The Finance Directors' Forum** on board M.V Aurora on the 31st October – 3rd November 2007

ACCA	Equifax
ADP	Erinaceous Rating Services
Albany Software	Exact Software
Atos Origin	Hargreaves Lansdown Corporate Solutions
ATP – The Advanced Travel Partner	Hammonds
Audit Partnership Ltd	Heath Lambert Group
Axia Fx	HIFX Plc
Azzurri Communications Ltd	Inlogik
Baker Tilly	Iron Mountain
Bank of Scotland Corporate	LogicaCMG
BIE Interim Executives Ltd	Mazars
Bond Consulting	Michael Page Finance
Brooklands Executives Ltd	Parkwell Management Consultants
Buying Team	RLAM
Cairnforth Ltd	SAP (UK) Ltd
CCL	Scottish Development International
Chiltern Plc	Secondsight
CIMA	Shoosmiths
CIPFA	Sire Technology
Clarity Ltd	Stephen Bleakley Management Ltd
Cognos	SuccessFactors
Concur	The Jelf Group
Connect	Thinc Destini
Covion	Thomsons Online Benefits
Dataplex Systems Ltd	Transaction Analysts
Elision	Travelex
Equanet	Venson Automotive Solutions

