

Become a...

MASTER FINANCIAL CONTROLLER

Certified by the American Academy of Financial Management (AAFM)
Recognised in over 145 countries by 560 training providers, universities, colleges and business schools.

21 – 23 July 2008 • Novotel Clarke Quay, Singapore

After attending this
intensive, interactive course,
you will be able to:

- Develop strategic decision models to improve your financial management
- Identify and forecast key value drivers and link them to financial strategy
- Leverage your organisation's financial position for maximum corporate gain
- Implement successful strategies to undertake the financial controllership process within your organisation
- Drive financial decision-making within your organisation

Who Should Attend

- Finance Managers/Directors
- Financial Analysts
- Financial Controllers
- Financial Accounts Managers
- Heads of Finance Department
- Credit Controllers
- Corporate Financiers
- Credit Risk Managers
- Financial Advisors
- **Plus** anyone who works within the finance function and is interested in updating themselves on current developments in financial decision making and strategic planning.



Certified by the American Academy of Financial Management™. AAFM is the world's fastest growing professional association with approximately 40,000 members in over 145 countries hosting and organising certification training worldwide and offering exclusive board certification designations to candidates who meet the highest professional standards and assessment criteria.



Save up to
40% with
Inhouse Training



4 + Delegate Group
Discount
*Only one discount scheme applies.



All participants receive
an IMA course Certificate
of Attendance

REGISTER NOW!
Customer Service Hotline:
(65) 6514 3180

MASTER FINANCIAL CONTROLLER

COURSE OVERVIEW

This highly practical qualification has been specifically designed for those who have an understanding of the accounting processes. It assumes that there is this level of knowledge and provides new insights into the accounting and financial decision making processes.

You will analyse case studies individually and in group discussions. Debate and interactive discussions are integral parts of the case study experience. Furthermore, you will benefit from the extensive experience of your course leader, Geoffrey H J Baring.

COURSE CERTIFICATION

All delegates will receive a Master Financial Controller certificate awarded by the American Academy of Financial Management (AAFMTM). For those wishing to obtain certification, a minimum of 24 hours of teaching is required with active participation in group and individual exercises during the course.

By attending this course, the added benefits you will receive include:

- The ability to use the designation MFC on your business card and resume
- Up to 18 months membership to the AAFM professional body
- Access to the AAFMTM risk management network and body of information online
- Being taught by a leading finance expert from the American Academy of Financial Management
- Membership to the only professional body recognized by the AACSB, the world's leading collection of business schools
- Qualification for entry into the AAFMTM Master Financial Professional programme
- Access to the AAFMTM international journal published online
- Gold Embossed Certificate with your name and designation



ABOUT YOUR EXPERT WORKSHOP LEADER

Geoffrey H J Baring (BComm, University of Melbourne; MAdmin, Monash University; Diploma of Training and Assessment Systems; Certified Management Accountant Board Member; American Academy of Financial Management – Asia Pacific Board Member) is the CEO of

the Monash Consulting Group, a Melbourne based Training Organisation and a board member of the American Academy of Financial Management (AAFMTM).

He has a background in management consulting, initially at London based Urwick, Orr and Partners and subsequently as the Director of Human Resources Consulting in the international accounting firm, Arthur Young. He undertook major assignments with many of Australia's largest companies including Shell Australia Limited, CSR Limited, Esso Limited, the ANZ Banking Group, Westpac Banking Corporation and Australia Post. In 1990, he became the Foundation Director of the Centre for Accounting Research at Monash University, a position that he held for three years and during which time he traveled throughout the Asia Pacific region presenting accounting and financial management programs.

Geoffrey joined Victoria University in 1992 and was responsible for its overseas programs in Hong Kong. He has significant experience teaching in Hong Kong over a ten year period and has been responsible for the development of a number of course initiatives that enable overseas students to complete undergraduate programs in Australia.

He has a Bachelors degree from the University of Melbourne and a Masters degree from Monash University. He is a qualified workplace trainer and assessor. Geoffrey is the sitting Chair of the American Academy of Financial Management's chapter in Australia. He sits on the academic advisory boards of a number of Australian Colleges and is a member of the Educational Committee of the Institute of Certified Management Accountants (ICMA). In addition, he is responsible for the quality control of all ICMA courses run in Asia.

Geoffrey has extensive experience in training vocational and workplace trainers and in the education of training and teaching professionals.

Forthcoming related IMA Events

Critical Skills for Senior Managers 2-4 June 2008 • Singapore
2-4 July 2008 • KL, Malaysia

www.ibt-asia.com/criticalskills

Certified Risk Analyst 8-10 Sep 2008 • Singapore

www.ibt-asia.com/riskanalyst

Certified Compliance Officer 7-9 July 2008 • Singapore
www.ibt-asia.com/complianceofficer

Managing and Motivating Virtual and Distance Teams 23-24 June 2008 • KL, Malaysia
26-27 June 2008 • Singapore

www.ibt-asia.com/distanceteams

Please visit the IMA website for more information on our wide range of available courses.
www.ibt-asia.com/ima-training or call our Customer Service Hotline at (65) 6514 3180

REGISTER TODAY!

Tel: (65) 6514 3180

Fax back to: (65) 6733 5087

AAFM™ Master Financial Controller 3-Day Course Outline

Nature And Objectives Of External Financial Reporting

- The objective of financial reporting
- The regulatory environment
- Strategic role of financial information

Where Has The Profession Gone Astray?

- A look at the Enron disaster
- Its short term ramifications and reactions
- Its long term implications

Reporting Mechanisms And The Operation Of The Financial Markets

- Types of reports
- Relationship between the major financial statements
- The annual report – a more detailed analysis
- Manipulation of accounting reports – creative accounting
- Overview of the financial markets

New Developments In Financial Reporting

- Triple bottom line reporting
- Why is it used and what is the use of stakeholders?

The Changing International Scene In Financial Reporting

- The introduction of the international accounting standards
- What is the impact geographically throughout the world?

Recent Changes To The International Standards

- An update on the introduction of new standards
- What are the recent changes to the standards?
- What impact are they going to have on the profession?

Cash Flow Statement, Cash Management And Working Capital

- Structure and purpose of the cash flow statement
- Liquidity and solvency issues

- Effective cash management
- Optimising the investment in working capital
- New emphases on cash – eg. Free cash flow

Financial Statement Analysis

This session looks at the methods that are used for measuring financial performance of companies. It looks at the traditional measures of analysis and then extends the analysis to include issues such as measuring cash flow.

- Risk analysis
- Common size financial statements
- Horizontal analysis
- Trend analysis
- Ratio analysis

Alternative Ways Of Assessing Company Performance And Viability Of Emerging Markets

- Different methods of predicting corporate failure, including the Altman Z Score and Argenti models
- Use of Free Cash Flow as a measure of corporate efficiency
- Looking at sustainability of organisations to maintain their growth

Business Valuation

- A look at valuation approach and methodology
- Why value a company?
- What are the methods used?

Measuring And Managing Intellectual Capital And Intangible Assets

- Sunrise in the new economy – a look at value shift
- Identifying intangible assets/intellectual capital
- The valuation proposition – why valuation is important
- Capital market effects of valuation
- Approaches to valuation
- Evidence in practice – companies that are measuring and reporting intellectual capital – how, why and the benefits conferred

COURSE TIMINGS: Registration starts at 8.00 am on Day One. The course will run from 8.30 am to 6.00 pm on all three days. There will be lunch, mid-morning and mid-afternoon refreshments served each day.

About IMA – International Management Academy

IMA is the Asian training division of IBC Asia, part of the Informa Group and a public listed company in the UK. Informa's main business is in the specialist information providing for global markets. We operate in 70 countries, 150 offices worldwide with over 7000 employees.

We have over 25 years experience in providing innovative, focused and high quality business information and training products designed to help you improve the way your business is managed.

About Group Discounts

4 + Delegate Group Discount Pricing for groups of 4 or more delegates registering for the same workshop. *Only one discount scheme applies.

About Inhouse Training Solutions

Make use of IMA's expertise in the training industry and have this course customised to your organisation – at a venue of your choice – at a time convenient to you – at a cost attractive to you. Savings can be significant!

For more information on IMA's in-house training programme please call Miki Kong at +65 6835 5154 or email miki.kong@ibcasia.com.sg

If undelivered, please return to:



IBC ASIA (S) PTE LTD
COMPANY NO. 200108203N
an Informa business

**PRINTED MATTER
AIR MAIL**

No.1 Grange Road,
#08-02 Orchard Building, Singapore 239693
Tel: (65) 6732 1970 Fax: (65) 6733 5087

MASTER FINANCIAL CONTROLLER



This label contains your priority booking code.
To expedite registration, please do not remove label.

If you have already received a copy of this brochure, we apologise. For reasons of confidentiality, your full particulars were not available to IBC Asia (S) Pte Ltd for deduplication prior to mail drop.

RESERVE YOUR PLACE TODAY!

Yes! I/We will attend **MASTER FINANCIAL CONTROLLER • 21 - 23 July 2008**, Novotel Clarke Quay, Singapore

1st delegate

Name: Dr/Mr/Ms _____

E-Mail _____

Job Title _____

Mobile no _____

Department _____

Company _____

Address _____

Post Code _____

Tel _____

Name & Title of Approving Manager _____

Name & Title of Training _____

Main Business/Activity _____

2nd delegate

Name: Dr/Mr/Ms _____

E-Mail _____

Job Title _____

Mobile no _____

Department _____

Country _____

Fax _____

E-Mail _____

E-Mail _____

- Please tick: I enclose my Cheque/Draft payable to IBC Asia (S) Pte Ltd
 I am paying by bank transfer (copy attached)
 Payment by Credit Card: Amex Visa Mastercard

Card Holder: _____ Signature: _____

Card Number: _____ Expiry Date: _____

I cannot attend this event but Please put me on your mailing list.

31459 WEB

FEE PER DELEGATE (INDIVIDUALS)	EARLY BIRD RATE		NORMAL RATE
	Price	Savings	Price
3-Day Workshop	SGD 4095 / USD 2925	SGD 300 / USD 215	SGD 4395 / USD 3140
Compulsory AAFM Fees	SGD 350 / USD 250		SGD 350 / USD 250
TOTAL	SGD 4445 / USD 3175		SGD 4745 / USD 3390

FEE PER DELEGATE (4+Delegate Group Discount)	GROUP DISCOUNT RATE	
	Price	Savings
3-Day Workshop	SGD 3500 / USD 2500	SGD 895 / USD 640
Compulsory AAFM Fees	SGD 350 / USD 250	
TOTAL	SGD 3850 / USD 2750	

* 4 + Delegates Group Discount pricing is applicable to groups of 4 or more delegates registering for the same workshop. Fee stated is the discounted price PER DELEGATE. Only one discount scheme applies.

A 7% Goods & Services Tax (GST) is applicable to all Singapore based companies for Singapore venue.

Fee includes luncheons, refreshments and complete set of documentation. It does not include the cost of accommodation and travel.

HOTEL INFORMATION

Novotel Clarke Quay Singapore
177A River Valley Road,
Singapore 179031
Tel: (65) 6338 3333
Fax: (65) 6338 4266
Contact Person : Chris Chong
Email:
chris.chong@novotelclarkequay.com.sg

5 EASY WAYS TO REGISTER

- Mail the attached registration form with your cheque to **IBC Asia (S) Pte Ltd** No. 1 Grange Road, #08-02 Orchard Building Singapore 239693
- Customer Service Hotline Tel: (65) 6514 3180
- Fax: (65) 6733 5087
- E-mail: register@ibcasia.com.sg
- Web: www.ibc-asia.com/masterfinancial

PAYMENT

All payments should be made in US or Singapore dollars

- Payments by US\$ or S\$ bank draft or cheque should be made in favour of "IBC Asia (S) Pte Ltd" payable in Singapore.
- Payment by telegraphic transfer in US\$ or S\$ must be made to:
IBC Asia (S) Pte Ltd
A/C No.: 147-059513-001 (SGD)
A/C No.: 260-457866-178 (USD)
The Hongkong and Shanghai Banking Corporation Limited
21 Collyer Quay, HSBC Building, Singapore 049320
Bank Swift Code: HSBSCSGG
Bank Code: 7232
- Payment by Credit Card (AMEX, VISA or MASTERCARD). Please provide your Card Number, Name of Cardholder, Expiry Date and your Signature and send it by fax to (65) 6733 5087.

IMPORTANT NOTE:

Please quote the name of the delegate, event title and invoice number on the advice when remitting payment. Bank charges are to be deducted from participating organisations own accounts. Please fax your payment details (copy of remittance advice, cheque or draft to (65) 6733 5087.

Attendance will only be permitted upon receipt of full payment. Participants wishing to register at the door are responsible to ensure all details are as published. IBC Asia will not be responsible for any event re-scheduled or cancelled.

DATA PROTECTION

The personal information entered during your registration/order, or provided by you, will be held on a database and may be shared with companies in the Informa Group in the UK and internationally. Sometimes your details may be obtained from or shared with external companies for marketing purposes. If you do not wish your details to be used for this purpose, please contact the Database Manager Catherine Shen on catherine.shen@ibcasia.com.sg Ph: +65 6835 5141 or Fax: +65 6734 4053.

CANCELLATIONS SUBSTITUTION

If you are unable to attend, a substitute delegate will be very welcome in your place. If this is not suitable, a 10% service charge will be payable. Registrations cancelled less than seven days before the event must be paid in full.

EARLY BIRD DATE

Register & pay before

13 June 2008

to enjoy our Early Bird Rate

REGISTER NOW! FAX BACK TO (65) 6733 5087