



CFO SEMINAR FOR FINANCE MANAGERS AND ACCOUNTANTS

Theme: *The Future of Finance: Staying Ahead Amidst Current Challenges*



Date: Friday, 11th September, 2020

Time: 8:00am – 5:00pm

Venue: Radisson Blue Hotel, Aberdeen, Freetown

Cost of Participation: Please read page 5 of this Brochure

Registration Deadline: 4th September, 2020

Discounts: 10% discount for 6 or more delegates

Organisers: African Consulting Group and partners

WHO SHOULD ATTEND

The CFO Seminar is a one-day training program specifically designed for Chief Finance Officers (CFOs); Finance Directors; Programme Directors; Directors of Operations; Financial Controllers; Risk Control Officers; Compliance Officers; Directors of Financial Planning & Analysis; Internal Auditors; Financial Analysts; Accountants and Tax Officers; Board Members; Commissioners and Permanent Secretaries of Government Ministries; Managers and Directors in senior management positions in public and private companies, public institutions, NGOs and private firms operating in Sierra Leone.

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CFO Seminar for Finance Managers and Accountants

Background of the Seminar

Over the last two to three decades, the role of the CFO in well run businesses and organisations around the world have evolved from the traditional accounting and controllership functions, to one of acting as a partner to the CEO. In fact, many successful CFOs have subsequently taken on the CEO role. In many circumstances, many people like to think of the CFO as the CEO aide with a numeric view of their business and the world.

To be sure, the Finance function today still needs to play the controllership role and keep a good set of accounting books for financial reporting, management accounting and tax filing purposes. In fact, with the standardisation and globalisation of accounting standards and the tax authorities' increased efforts to stamp out leakages, the controllership and reporting function is never more important. But it is a hygiene factor—failure to do so will damage the business, but doing it well alone is insufficient to help the business succeed.

To be a true business partner, the CFO needs to be a key player in formulating and supporting the organisation's business strategy, and be responsible for capital allocation and recycling, evaluating investments, supporting M&A, raising debts, optimising capital structure, managing foreign exchange exposure and deploying surplus cash. The job of a new age CFO is both multi-facet and challenging, but also rewarding.

We are proud to bring you CFO Seminar for Finance Managers and Accountants. We have developed a programme based on the experience gained from our past seminars on finance and accounting, practical insights from CFOs and academic studies by university professors. This powerful and unique curriculum combines practical skills demanded of CFO today with academic theories. Your faculty includes university professors, experienced CFOs and subject matter experts in Sierra Leone and abroad.

The Programme offers a conducive platform for like-minded professionals to enrich their knowledge and skills and discuss contemporary issues relevant to finance leadership.

We invite you to join other CFOs and Finance practitioners from across Sierra Leone to participate this CFO Seminar/Programme 2020 and your next step in professional development.

Course Description

What is Future of Finance and CFO Seminar?

The finance function is facing what is possibly the biggest era of transformation in its history. Process automation, the corporate digitisation agenda and an on-going need to protect assets and manage costs, are putting significant pressure on finance professionals. CFOs and finance leaders need to consider how they should be planning for the future of their function.

The question is, how do Finance adapt to deliver on these rising expectations?

To survive and thrive through these times of change, the finance function must evolve to a strategic, analytical, data-driven powerhouse that embraces digitisation and drives performance, thereby adding value throughout the business.

The Future of Finance and CFO Seminar 2020 will not only ensure you meet like-minded finance professionals, but will enable you to come together to address the role revolution for finance and create a vision for the future.

With the rise of digital tools and the global marketplace, the role of the CFO has shifted from accounting and financial reporting to have a greater focus on organisational strategy, value and sustainability. The African Consulting Group is offering a one-day seminar looking at the evolving role of the CFO.

Learning Objectives of the Seminar

As a unique learning opportunity for continue education for CFOs and other Finance professionals, the CFO Seminar will enable participants to:

- Learn how to strategically support teams inside and outside of accounting and finance
- Understand information that will impact business decisions
- Learn how to track metrics that impact other executives within your organization
- Understand efficiencies related to being future-focused
- Learn how to use systems/automation to look forward
- Learn how to track metrics that are important to your role as the CFO

Benefits of CFO Seminar

A curriculum that is Fit for Purpose

Our curriculum is developed with you in mind and includes modules which are relevant. This includes corporate governance, risk management, managing IT in an organisation, financial reporting, mergers and acquisitions, anti-bribery and corruption, and insights from CFO practitioners.

A powerful and diverse faculty

Our teaching faculty includes professors and experienced practitioners at in the country. This provides an intersection of theory and practical experience.

Insights from key leaders

Hear from renowned past and present CFOs on what it takes to be the CFO of today. Our speakers include CFOs of multinational companies, board of directors of large companies, NGOs and public institutions.

Comprehensive and non-disruptive timetable

The CFO Programme is designed as an every fortnight format which enables busy executive s to complete the Programme in Sierra Leone without disrupting their professional or personal activities.

The CFO Alumni Network

The Programme is not only a platform for senior finance professionals to exchange knowledge and experiences and understand and explore potential solutions to the challenges facing the finance

function in the Sierra Leonean economy, but also offers access to the exclusive CFO Programme Alumni Network.

Networking Opportunity

- Experience a unique opportunity to network with industry and subject matter experts.

Topics / Subjects for Exploration

Programme Launch

- Welcome address from the ACG Managing Director
- Statements from invited personalities and leaders in the Sierra Leonean economy
- Learning objectives of the ACG CFO Programme

CFO Panel

- Understand what it takes to be a great CFO from industry veterans sharing their journey

Governance, Risk Management and Controls

- Understand the core corporate governance and risk management principles
- Appreciate the basics of Board structure and composition
- Recognise effective risk management frameworks
- Learn from best practices sharing beyond Sierra Leone, from in and around the region, based on our extensive client and market interactions

Corporate Strategy

- Understand the Integrative Framework of strategy that revolves around 'value creation' and 'value capture'
- Recognise the Strategy Canvas as a tool to develop a unique portfolio of benefits and the Business Model Canvas as tool for successful strategy implementation
- Learn how winning in emerging markets requires an ability to combine different types of innovations
- Understand how an organisation may need to change its internal structure, routines, and incentives to align with its strategic direction

Managing Technology in the Digital Age

- Recognise how technology changes and digital transformation in the organisation can be driven by shaping strategic direction
- Learn how to maximise the technology investments while effectively managing technology risks by taking an integrated view across the organisation to achieve technology governance using international best practices
- Be equipped with a practical approach to managing complex business information systems that can support the governance infrastructure, providing process efficiency, enhanced control, improved visibility and security, while empowering business intelligence and reporting.

CFO Dialogue: Financial Management

- Participate in a dialogue on effective financial management: corporate treasury, budgeting and planning, managing debts, capital allocation and cash flow management

Understanding Financial Ratios

- Learn to leverage financial ratios as analytical tools that can be used for robust organisational analysis

- Uncover the financial health and strengths of a business, and also spot red flags if the business is in poor financial health or when there are indications of potential anomalies

How Accounting Standards impact your business

- Obtain an understanding of the genesis of accounting standards and development of IFRS in key jurisdictions
- Understand how the accounting standards are applied and how you can manage consequential business implications such as changes in key performance metrics and required data, system and process enhancements
- Prepare for the anticipated implementation challenges to achieve IFRS convergence by 2022

Tax Planning

- Learn the fundamentals of local and international tax planning and structuring and how these could benefit your business

Ethics and Anti-Bribery and Corruption

- Obtain an understanding of the challenges and appropriate actions to take for companies to prevent and detect the risk of fraud, bribery and corruption

Who Should Attend

The Seminar is a national event, bringing together finance officers, senior finance executives and professionals in public and private companies, government institutions, NGOs and private firms operating in Sierra Leone. It is specifically designed for:

- Chief Finance Officers (CFOs);
- Finance Directors;
- Programme Directors;
- Directors of Operations;
- Financial Controllers;
- Risk Control Officers;
- Compliance Officers;
- Directors of Financial Planning & Analysis;
- Internal Auditors;
- Financial Analysts;
- Accountants and Tax Officers;
- Corporate Lawyers in public and private practice;
- Accountants and external Auditors;
- Business and Management Consultants;
- Heads of investment committees, Board Members, and Board sub-committee members.

Agenda at a Glance

This one day event will run as follows:

- 0800-0830 – Networking and Registration
- 0900-1030 – Session One
- 1030-1100 – Morning Tea
- 1100-1230 – Session Two
- 1230-1330 – Lunch Break
- 1330-1500 – Session Three
- 1500-1530 – Afternoon Tea

- 1530-1700 – Q & A Session

Seminar Methodology/Approach

The Seminar will focus on attaining a deeper insight into the key issues of staying ahead of the financial curve, the role of corporate finance, the importance of information technology and the role of the professional ethics in improving best practices. The interactive sessions will provide an opportunity for the participants to contribute to practical recommendations for improving professional standards and help raise the profile of this important initiative. There will be few breaks for refreshments and roundtable discussions on finance during the event.

Trainers and Speakers' Profile

Speakers for the Summit are leading experts and professionals in the field of corporate finance, public financial management and accounting, financial audits, public and corporate affairs, regulatory reforms and enforcement. Also, key business leaders such as Board Chairmen and senior executives and professionals from both public and private sectors, including business and management consultants will address delegates and participants at the event.

Eligibility

The CFO Programme is designed for current CFOs and aspiring CFOs; next generation financial leaders, high potential financial managers and other senior financial executives with strategic and financial responsibilities. Applicants to the CFO Programme should meet the following criteria:

- A university degree, diploma or qualification in any discipline
- Good command of English
- At least five years of full-time work experience in a finance management role
- Endorsement by your current employer of your participation in the programme is strongly encouraged

Delegates Registration and Participation Costs

Delegates Registration from MDAs, NGOs and corporates cover tax. However, registration excludes insurance, bank charges, travel and accommodation expenses for foreign delegates. For more on programme, please contact: Mrs. Jeneba Jalloh-Sesay at info@africanconsultingcorp.com.

Pricing Structure and Costs

The pricing structure of the Seminar for both public and private sector delegates includes:

- ✓ Company/Corporate Entity: Le 2,000,000.00 per person
- ✓ Public Institution or Agency: Le 2,000,000.00 per person
- ✓ Non-profit/NGO, Academia: Le 2,000,000.00 per person

Discount on Delegates Registration

There is a 10% discount delegation registration for six or more delegates from the same institution.

Payments can be made either by bank transfer or cheque in the name of **African Consulting Ltd.** For registration and enquiries, please email us at info@africanconsultingcorp.com.

Delegate package and Entitlement includes:

- ✓ Access to all registered program sessions;

- ✓ Access to course materials, including bags, brochures, note pads, pens, name tags, etc.;
- ✓ Access to participation certificate and gifts;
- ✓ Access to photos free of charge (post event);
- ✓ Access to interactive networking sessions;
- ✓ Access to networking lunch and refreshment, including two tea/coffee breaks;
- ✓ Access to speaker presentations – post-event (pending speaker approval).

Participants' Certification

At the end of this year's event, all registered delegates or participants will receive an **"Attendance Certificate"** testifying that they participated in the CFO Seminar 2020.

Conference Documentation

If you cannot make it to the conference, you can still access all presentations delivered throughout the conference day for just Le1,000,000, post event. Contact us on 078-415-579 for further details.

Note:

- Fees includes all course instruction and course materials, refreshments, lunch, and networking dinner at the start of the programme.
- The seminar will be conducted at the Radisson Hotel in Aberdeen, Freetown.
- Certificate of Achievement will be awarded upon successful completion of the workshop.

Cancellation policy

Full payment must be made prior to the programme. Registered participants will be liable for the full fee even in the event the Seminar is cancelled.

Upon receipt of registration, any request for cancellation or a replacement must be confirmed in writing at least (7) working days before the programme and subject to ACG's Academy's approval. A 10% administrative fee will be imposed for any cancellation or deferment received less than (5) working days before the seminar.

ACG reserves the right to amend, postpone or cancel the programme due to unforeseen circumstances.

Please view full terms and conditions online at www.africanconsultingcorp.com/cancellation

How to apply

Applications to the CFO Programme are now open until Friday, 4th September.

To register your delegation or participants, kindly complete the attached registration form and mail it to us together with your complete payment (cash or check) for the required number of delegates or participants.

Contact us at:

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 Tel: 078-415-579 / 076-149-635
 Email: info@africanconsultingcorp.com