



NATIONAL CFO SUMMIT 2019

Theme: *The New Age Finance; Staying Ahead of the Financial Curve*



Date: 13th June, 2019

Time: 8:00am – 5:00pm

Venue: Golden Tulip Hotel, Aberdeen, Freetown

Cost of Participation: Please Read this Brochure for details

Registration Deadline: 31st May, 2019

Organisers: African Consulting Group and partners

WHO SHOULD ATTEND

The Summit 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, government institutions, NGOs and private firms operating in Sierra Leone.

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Background information

The finance function globally has transformed and evolved into an automation playground! But is that it? The CFO of today has a lot more responsibilities and challenges in their way. The water-shed era of innovation begins now for the CFO, but are we ready?

The CFO is now implementing new governance structures to mitigate risks and achieve cyber hygiene, automating the everyday processes with finance and intelligent solutions, mastering the company talent and recruitment, and leveraging best cost control strategies to survive the profit graph with controlled budgets and high efficiency.

The CFO of today will look very different from the CFO of tomorrow! The existing roles of CFO holding the financial fort, being the key drivers of growth and the financial goalpost for the whole business or organisation is no longer enough. Therefore, the new normal of digital, innovation, fintechs will be the next revolution. New financial accounting standards are on the horizon - IFRS is set to change the whole mindset of finance from the last 20 years.

How can CFOs evolve? What constitutes the new CFO vision? What are the new priorities? The unstable and fast-changing economic environment will definitely make the role of CFOs more challenging. Join us at the 1st National CFO Summit to find out how to prepare for the challenges ahead.

Summit Profile

The National CFO Summit taking place on the 13th June 2019, will bring together the brightest CFOs and senior finance professionals in both the public and private sectors to address the challenges and their key initiatives thereby helping shape their businesses and operations successfully!

The Summit will discuss – in practical sense – ways on: How can the CFO align the needs and strategy; How to manage the risks in design and application of tax compliance; How does the CFO achieve business strategies and objectives while staying compliant; How to modify the classic CFO role to match the ever changing business climate; How training and advancement of skill-set is a requirement more than a need; Why people management skills are a bonus skill of the CFO Identifying behavioural requirements in performance planning; How to discover risks of poor performance; How a new-age CFO must focus on communication skills as much as analytical skills; and what internal controls are to be placed to ensure private and confidential data is not leaked.

Who Should Attend

The Summit is a national event, bringing together finance officers, top senior business executives from leading corporations in the public and private sectors; heads of national and international NGOs; senior financial consultants from key private sector organisations, business groups, professional associations; finance directors in embassies and diplomatic missions, local councils; senior government officials heading policy, regulatory, and law enforcement agencies, including mining, banking and finance, energy, agriculture, travel and tourism, telecoms, ICT/Technology, etc.

The one-day training program 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;
- Board Members;
- Entrepreneurs;
- Corporate Lawyers in public and private practice;
- Accountants and external Auditors;
- Business and Management Consultants;
- Heads of investment committees and Board sub-committees
- Senior Government Officials & Policymakers, including Commissioners and Permanent Secretaries of Government Ministries; and
- Managers and Directors in senior management positions in public and private companies, government institutions, NGOs and private firms operating in Sierra Leone.

Why Attend?

By attending the National CFO Summit, you will:

- ✓ Future-proof your finance strategies to gain competitive edge
- ✓ Learn Effective Strategies for Reducing Corporate Fraud
- ✓ Understand the real value of automation, analytics and other innovative technologies for your finance industry and how it can make your operations more efficient and achieve cost control
- ✓ Rub shoulders with the nation's leading CFOs and senior finance professionals in both the public and private sectors and make connections that really matter
- ✓ Understand how compliance and ethics can spur growth and sustainability of the organisation
- ✓ Hear from leading senior finance experts and discuss the future of the finance industry by strengthening operational efficiency and change management
- ✓ Gain unparalleled insight on cost control strategies through access to expert speakers
- ✓ Understand how to establish an effective and practical governance process
- ✓ Learn how to use the data output for strategic decision making
- ✓ Gain insights on mitigating tech risks in Sierra Leone's geopolitical landscape
- ✓ Access resource materials on how risk can be mitigated by top finance management.

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 National CFO Summit 2019.

Expected Outcome

One of the expected results of the 2019 National CFO Summit is that there will be a clear understanding of transparency and accountability concepts, workable principles and best practices that will lead to the creation of appropriate models and frameworks for appropriate financial practices in Sierra Leone. All presentations will be compiled and made available online for all participants to access and review. Results of all statistics obtained during the event as a result of the questions put to vote will also be provided online.

If, though it may be ambitious but we remain hopeful, an action plan evolved during or as a result of the summit, such action plan will also be made available online for all participants for review as well as welcoming comments and/or suggestions.

Commitment after the Summit

Our aim is to constantly engage the participants, the public sector, NGO sector, business community and individuals in continually developing tools that facilitate sustainable national and regional professional growth and standard.

We are making a personal commitment to meet with all the participants individually to address any comments they may have about the seminar, the outcome or the action plan. We intend to ensure that all participants have gained the maximum value possible from the seminar and to ensure that the impact created as a result is being explored and used by the National CFO Summit and Forum.

Discussion Board

An online discussion board will be made available after the Summit for participants to continually discuss issues relating to corporate governance and accountability across Sierra Leone. This event will mark the starting point from which the business community and the public sector can continue to take an active role in developing the practices in finance in Sierra Leone and where participants will continuously find support from professionals and experts in the finance community in implementing newly evolving practices, trends, tools, etc., to create the necessary corporate culture behind effective implementation of financial standards and professional accountability.

Seminar Topics at a Glance

This Summit will be surrounded around many practical issues that are immediate and relevant to the practice of finance in Sierra Leone, and will be addressed by senior business executives, leading CFOs, finance authorities and all other stakeholders concerned. In light of this, however, this year's event will focus on key issues of financial management, ethics, standards and compliance, including sessions on the following:

- ❖ The future of finance function: Redefining the CFO in a digital age
- ❖ How a CFO's action can support the sustainability and longevity of the business model and what does it mean for the company?
- ❖ How does the finance unit in partnership with the risk officer deal with the "black swan" scenarios?
- ❖ What it takes for the Finance and HR to come together and create the "happy office space"
- ❖ What does the finance automation drive mean to the traditional CFO?
- ❖ Fear factor or assurance?
- ❖ How does the CFO achieve the business strategies and objectives while staying compliant?
- ❖ Traditional CFO to the digital CFO
- ❖ Going beyond the CFO role: Establishing a strong framework and company/organisational presence nationwide
- ❖ Advancing skill sets: Stay ahead on the learning curve - How a successful change management has improved the company/organisational culture and performance?
- ❖ The role of the CFO in attracting investors as a result of good governance practices
- ❖ Enhancing best anti-corruption practices and other ethical standards.

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.

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 Summit 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, roundtable discussions, media/press briefs and leadership recognition in finance during the event.

Interactive Discussion Groups

Interactive Group Discussions (IDGs) are the perfect setting for audiences to come together and discuss their ideas, insights and opinions on specific topics. Each IDG has a leader who will lead the discussion and mention key points that the audience seated can engage in, creating a platform for interactive conversations and learning from like-minded individuals, from similar work backgrounds of industries, hence leading into a thought provoking discussion. Every participant will have the exciting chance of discussing and sharing their views over two topics for 30mins each within the respective group.

Delegates Registration and Costs

Participation in the Summit is “by invitation only.” *Registration fee includes local taxes, and does not cover or include bank charges or insurance and accommodation for foreign delegates.*

Pricing Structure and Costs

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

- ✓ Company/Corporate Entity: Le 2,000,000.00 per person
- ✓ Public Institution or Agency: Le1,500,000.00 per person
- ✓ Non-profit/NGO, Academia: Le1,500,000.00 per person

Entitlement of the Registration Fees:

Delegate package includes:

- ✓ Access to all registered program sessions;
- ✓ Access to event 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).

Conference Documentation

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

About the African Consulting Group

The African Consulting Group (ACG) provides business executives around Africa with tailored practical conferences, large-scale events, topical seminars and training programmes, keeping them up-to-date with industry trends, technological developments and the regulatory landscape. ACG conferences are market leading “must-attend” events for their respective industries. ACG produces more than 50 events annually around Africa, and continues to grow.

The ACG leverages a global research base of best practices to produce an unrivalled portfolio of conferences. www.africanconsultingcorp.com.

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

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.

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