

## CFO Agenda Virtual Finance 2020 Programme

### THEMED CONTENT:

CFO Agenda Virtual Finance will be scheduled over 8 weeks and divided into 4 key content themes which will be covered over two weeks each. The Virtual Themes for 2020 are:

- **Future of Finance** (w.1 – 2)
- **Technology Transformation** (w.3 – 4)
- **Agile Finance** (w.5 – 6)
- **Leadership** (w. 7 – 8)

### Speakers:

- **Abby Obomighie**, Head of FP&A, **Hitachi**
- **Adrian Lee**, Group Financial Controller, **Passion Pictures**
- **Alex Brazier**, Executive Director for Financial Stability Strategy and Risk, **Bank of England**
- **Anant Kale**, Co-Founder and CEO, **AppZen**
- **Benoit Labiau**, Tax & Treasurer Manager, **Terumo Europe nv**
- **Bruce Burrows**, SVP Finance, Supplier Management & Business Transformation, **Tetra Pak Group**
- **Byron Flores**, Global Head of Digital Finance, **Novartis**
- **Christoph Dubies**, Chief Strategy and Transformation Officer, **Serrala**
- **Christopher Corner**, Head of Finance, Banking & Services, **M&S**
- **Daniel Willoughby**, Director Strategic Initiatives, **Coca-Cola European Partners**
- **Dynshaw Italia**, CFO, **Soldo**
- **Edward Parkes**, CFO, **LHI Group**
- **Graham Heaven**, Accountant, Director of IT and Finance, Distribution and HR, **Burbidge & Son Ltd**
- **Guillaume de Pommereau**, (former) CFO, **Hitachi Europe**
- **Gwyn Roberts**, VP Order to Cash – EMEA, **HighRadius**
- **Henrietta Boulton**, (former) Head of Operations Efficiency, **British Airways**
- **Holger Grewe**, Group Head of Corporate Transformation, **Vodafone**
- **Iain Wright**, Director for Business and Industrial Strategy, **ICAEW**
- **Ian Durant**, Chairman, **Greggs**
- **Ilaria Evans**, Head of Group External Financial Reporting, **Tesco**
- **Jessica Fries**, Executive Chairman, **Accounting for Sustainability (A4S)**
- **Kate Curnow**, Deputy CFO, **Honda**
- **Liv Watson**, Senior Director of Strategy Customer Initiatives, **Workiva**
- **Malcolm Finn**, Head of Group Reporting, **Vodafone**
- **Malcolm Hewlett**, Regional Manager, EMEA, **insightsoftware**
- **Markus Kobler**, Group CFO, **Allianz**
- **Martin Sanders**, Chief Audit Executive, **Honda Europe**
- **Martin Sigel**, Global CFO, **DHL Global Forwarding, Freight**

- **Michael Clark**, VP Enterprise Performance Management, **Coca-Cola European Partners**
- **Michael Leyland**, Finance Director, **Biostatus Limited**
- **Michael McCaw**, Editor, **Financial Director**
- **Nick Pearson**, Head of IT Development, **Vodafone**
- **Phil Curnow**, Partner, **agilityDigital**
- **Phil Read**, SVP HR, **Tetra Pak Group**
- **Rachel Seymour**, Head of Product, **Sage**
- **Ranu Sharma**, Head of International O&T Finance, **Vocalink, a Mastercard company**
- **Robert Smith**, Head of Finance, **Fujitsu**
- **Rohitesh Dhawan**, Director of Global Strategy, **Eurasia Group**
- **Sabby Gill**, Executive Vice President and Managing Director, UK&I, **Sage**
- **Sakis Kotsantonis**, Managing Partner. **KKS Advisors**
- **Sean O'Connor**, Senior Global Treasury Manager, **Indeed**
- **Thierry Hamon**, Cash Management & Security Expert, **Audaxiam (Didaxis)**
- **Tim Hammonds**, GBS Finance Director, **Groupe PSA**
- **Tim Wakeford**, Vice President, Financials Product Strategy, EMEA, **Workday**
- **Tom Smethers**, Group Finance Director, **Costa Coffee**
- **Yemi Jackson**, CFO and Founder, **Engage Transform**

## FUTURE OF FINANCE

(w.1 – 2)

### Focus on:

- Cash management
- Business survival and recovery
- Crisis and risk management
- Geopolitical market overviews
- Achieving growth in uncertain times
- The role of Finance and the CFO in times of uncertainty
- Driving the role and impact of Finance to the CEO and Board
- Consumer changes and a new business landscape
- Sustainability

**2 June**  
14.00 -  
15.00

### LEADERS DEBATE 1 - SURVIVING 2020: HOW ARE BUSINESSES RESPONDING TO COVID-19

How are businesses responding to the current COVID-19 crisis and finding the balance between survival and the safety of their staff? With most businesses, across all industries, fighting for their very survival and already feeling significant strain on cashflow; join our panel of finance leaders as they share their strategies in responding to this unprecedented global emergency and gearing up for the months ahead.

**Chair: Michael McCaw**, Editor, **Financial Director**

#### Panellists:

- **Markus Kobler**, Group CFO, **Allianz**
- **Tim Hammonds**, GBS Finance Director, **Groupe PSA**

	<ul style="list-style-type: none"> <li>• <b>Rohitesh Dhawan</b>, Director of Global Strategy, <b>Eurasia Group</b></li> <li>• <b>Martin Sanders</b>, Chief Audit Executive, <b>Honda Europe</b></li> </ul>
<p><b>4 June</b> 10:15 - 10:45</p>	<p><b>GETTING BACK TO THE OFFICE?</b></p> <p>As businesses around the world are starting to recover from the initial shock of coronavirus, focus begins to shift towards recovery and building long term resilience.</p> <p>Key questions such as when to allow staff to go back to the office, when can production lines re-open and how to achieve a “new normal” which is both efficient and with the safety of staff at the heart of the plan, largely remain uncertain.</p> <p>Having already reopened offices in 14 countries, with more to open in the coming weeks, join us for a keynote interview with Tetra Pak who will share a glimpse into their approach in reopening offices around the world.</p> <p><b>Chair: Michael McCaw</b>, Editor, <b>Financial Director</b></p> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li>• <b>Bruce Burrows</b>, SVP Finance, Supplier Management &amp; Business Transformation, <b>Tetra Pak Group</b></li> <li>• <b>Phil Read</b>, SVP HR, <b>Tetra Pak Group</b></li> </ul>
<p><b>9 June</b> 14.00 - 15.00</p>	<p><b>KEYNOTE DIALOUGE – IN CONVERSATION WITH MARTIN SIGEL, GLOBAL CFO, DHL GLOBAL FORWARDING, FREIGHT</b></p> <p>As one of the world’s leading logistics companies with EUR 15bn in revenue and over 40,000 employees, DHL Global Forwarding, Freight, have risen to the challenges of this unprecedented era pf change.</p> <p>In this keynote interview, Global CFO Martin Sigel will share his vision in steering the company’s strategy towards further growth and commitment to fully taking advantage of the advances in exponential technologies such as AI, machine learning, robotics, blockchain and use of big data.</p> <p><b>Chair: Michael McCaw</b>, Editor, <b>Financial Director</b></p> <p><b>Speaker: Martin Sigel</b>, Global CFO, <b>DHL Global Forwarding, Freight</b></p>
<p><b>9 June</b> 13.30 - 14.00</p>	<p><b>WORKSHOP: 2020/21 – HOW TO EXCEL IN UNCERTAINTY</b></p> <p>The Bank of England is forecasting a 14% contraction in the economy, and at least 12 months before the “new normal” really is normal. We are anticipating further volatility with uncertain customer demand patterns, fierce competition in supply chains, international protectionism, and a great pricing reset. How do you take advantage, or at least avoid becoming a victim?</p> <p>Finance, Procurement, and Suppliers will all be central to business success over the next year in terms of managing cost, driving growth, and maintaining a level of flexibility and resilience. In this session, we will discuss what and how we can work together.</p>

	<p>We will hear from Chairman of bakery chain Greggs and furniture retailer DFS Ian Durant (Ian is also former chair of the ICAEW Governance Committee). He will give an overview of the crisis, the key challenges faced, and some of the positives to emerge. We will then debate and discuss:</p> <ul style="list-style-type: none"> <li>• How will we face up to the volatility facing us and this great pricing reset?</li> <li>• What are some of the key learnings (good and bad) to emerge?</li> <li>• How should finance and procurement partner moving forward?</li> </ul> <p><b>Speaker: Ian Durant, Chairman, Greggs</b></p> <p><b>CONFIRMED PARTNER: PROXIMA</b></p>
<p><b>11 June</b> 14.00 - 15.00</p>	<p><b>LEADERS DEBATE: CFO 3.0 – DELIVERING IMPACT, DRIVING VALUE AND ACHIEVING LASTING CHANGE IN TIMES OF UNCERTAINTY</b></p> <p>Currently, businesses around the world face unprecedented challenges. In these times of uncertainty, gaining real-time and actionable visibility of actual (vs forecasted) cash flow and working capital has never been more important.</p> <p>Understanding and unleashing the possibilities of exponential technologies such as AI, machine learning, robotics and big data will determine failure or success. As the Finance function begins to benefit from broader business digital transformation, although many FTSE 250 companies still find themselves at the start of their journey; heads of finance have a unique opportunity to take a central role in business transformation and ensure their businesses have the skills, tools and expertise required to predict and adapt to the changes ahead and gain the competitive edge.</p> <p><b>Key Outcomes and Takeaways:</b></p> <ul style="list-style-type: none"> <li>• How like-minded CFOs are setting the pace for digitalisation in their industry</li> <li>• How to identify your transformation goals and align skills to execute effectively</li> <li>• Discover what are your quickest wins? People, Technology or both</li> <li>• Plan to implement for tomorrow, what do you need to ask of your organisation</li> </ul> <p><b>Chair: Michael McCaw, Editor, Financial Director</b></p> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li>• <b>Kate Curnow</b>, Deputy CFO, <b>Honda</b></li> <li>• <b>Graham Heaven</b>, Accountant, Director of IT and Finance, Distribution and HR, <b>Burbidge &amp; Son Ltd</b></li> <li>• <b>Sabby Gill</b>, Executive Vice President and Managing Director, UK&amp;I, <b>Sage</b></li> <li>• <b>Rachel Seymour</b>, Head of Product, <b>Sage</b></li> </ul> <p><b>CONFIRMED PARTNER: SAGE</b></p>
<p style="text-align: center;"><b>TECHNOLOGY TRANSFORMATION</b> (w.3 – 4)</p> <p><b>Focus on:</b></p> <ul style="list-style-type: none"> <li>○ Rise of exponential technologies such as AI, machine learning, robotics, blockchain and use of big data</li> </ul>	

- Successful implementation of new technologies
- Operational efficiencies which generates better cashflow and drives growth

**16 June**  
14.00 -  
15.00

**LEADERS DEBATE: OPTIMISING CASHFLOW AND SURVIVING CHANGE THROUGH NEW TECHNOLOGY**

In the coming months, most businesses regardless of industries will feel the significant impact of low cashflow as a direct result of COVID-19. As staff are being asked to stay at home; storefronts will be forced to close and supply chains around the world will be significantly affected. How do business stay afloat during the peak of this global pandemic and how can they bounce back in the following months? Join our panel of speakers as they share their strategies for survival and growth in 2020.

**Chair: Michael McCaw, Editor, Financial Director**

**Panellists:**

- **Robert Smith**, Finance Director, **Fujitsu**
- **Abby Obomighie**, Head of FP&A, **Hitachi**
- **Phil Curnow**, Partner, **agilityDigital**
- **Gwyn Roberts**, VP Order to Cash – EMEA, **HighRadius**

**RESERVED FOR: HIGH RADIUS**

**18 June**  
14.00 -  
15.00

**STRENGTHENING THE FINANCE FUNCTION AGAINST SHOCK AND UNCERTAINTY**

In times of uncertainty, new priorities hit the CFO's agenda. Keeping cash in the business and enabling process efficiencies move straight to the top of the list.

Transforming AP processes is high on this list for many CFOs, because of the degree of manual handling they require. Invoice processing has for many decades been the focus of automation efforts, however, studies suggest that 80% of invoices still need some manual intervention. Correctly classifying spend and accounting for it is still largely manual, as is triaging errors and inconsistencies between invoice, purchase orders and contracts, and optimising for payment and discounts.

New innovations in artificial intelligence make it possible to take significant cost and time out of invoice processing, classification and validation, and introduce 100% inline auditing within the AP process.

In this session, we'll discuss the AI-based spend automation initiatives that leading companies are driving to address their AP challenges, and the savings and efficiencies they're seeing as a result.

**Key Outcomes and Takeaways:**

- Using automation to protect the finance side of your business against future shock
- How AI is used to improve process efficiency by up to 90%
- How to stem spend leakage and identify cost savings

**Chair: Michael McCaw, Editor, Financial Director**

**Speakers:**

	<ul style="list-style-type: none"> <li>• <b>Byron Flores</b>, Global Head of Digital Finance, <b>Novartis</b></li> <li>• <b>Daniel Willoughby</b>, Director Strategic Initiatives, <b>Coca-Cola European Partners</b></li> <li>• <b>Anant Kale</b>, Co-Founder and CEO, <b>AppZen</b></li> </ul> <p><b>CONFIRMED PARTNER: APPZEN</b></p>
<p><b>23 June</b> 14.00 - 15.00</p>	<p><b>DEEP DIVE: CASH MANAGEMENT DURING A CRISIS</b></p> <p>Cash management and forecasting have become priorities for the CFOs guiding businesses through this crisis. Both are now more difficult than ever, leaving leaders asking: ‘How can I ensure my business is best placed to not only survive, but recover quickly?’</p> <p>In this session, we'll walk through the solutions you can rapidly deploy for your business, such as ZBB and a range of government schemes. We'll also cover more strategic challenges, like how to pivot so you can drive business forward, and how to focus spending on areas that have the most impact.</p> <p>Regrettably, over 50 percent of companies admit to not having full control and visibility over their spending. Is now the time to consider how technology can help you meet those challenges? Join us to discover some of the innovative tools businesses are using to manage and track company-wide spending.</p> <ul style="list-style-type: none"> <li>• Cashflow priorities and forecasting</li> <li>• Real-time visibility of spending and budgets</li> <li>• Innovative ways to manage and track spend</li> </ul> <p><b>Chair: Michael McCaw</b>, Editor, <b>Financial Director</b></p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>• <b>Dynshaw Italia</b>, CFO, <b>Soldo</b></li> <li>• <b>Adrian Lee</b>, Group Financial Controller, <b>Passion Pictures</b></li> <li>• <b>Edward Parkes</b>, CFO, <b>LHI Group</b></li> </ul> <p><b>CONFIRMED PARTNER: SOLDO</b></p>
<p><b>25 June</b> 14.00 - 15.00</p>	<p><b>HOW VODAFONE SUCCESSFULLY TRANSFORMED THEIR FINANCE DIGITAL CORE AND TRANSITIONED TO A NEW PLATFORM FOR GROWTH AND INNOVATION</b></p> <p>Vodafone recently completed a multi-year journey to transform core central platforms. These programmes centred on systems transformation moving to a S4/HANA ERP ‘Digital Core’ and modernising the employee experience with best in class SAAS solutions for travel, expenses, procurement and HR.</p> <p>The programmes were critical to Vodafone vision of automation, digitisation and innovation. Increasing automation rates, providing excellent employee experience and building future innovation platforms.</p> <p>This session will share how the close partnership between Business and Technology teams resulted in the on-time delivery of one the largest single instance S4/HANA implementations to be deployed globally and the benefits realised.</p> <p><b>Key Outcomes &amp; Takeaways:</b></p>

	<ul style="list-style-type: none"> <li>• Why Vodafone embarked on large system transformation journey. What was the vision and objectives for Finance and Technology functions?</li> <li>• What did the programme deliver? What benefits were realised?</li> <li>• How did Technology and Business work together? What did we learn?</li> </ul> <p><b>Chair: Michael McCaw, Editor, Financial Director</b></p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• <b>Nick Pearson</b>, Head of IT Development, <b>Vodafone</b></li> <li>• <b>Holger Grewe</b>, Group Head of Corporate Transformation, <b>Vodafone</b></li> </ul>
<p><b>AGILE FINANCE</b> (w.5 - 6)</p> <p><b>Focus on:</b></p> <ul style="list-style-type: none"> <li>○ Business survival and recovery</li> <li>○ Increasing IT proficiency in Finance</li> <li>○ Diversity in Finance</li> <li>○ Big data and future forecasting – anticipating and proactively responding to change</li> <li>○ Operational efficiencies which generates better cashflow and drives growth</li> </ul>	
<p><b>30 June</b> 14.00 - 15.00</p>	<p><b>LEADERS DEBATE – BUSINESS STRATEGY IN UNCERTAIN TIMES</b></p> <p>In an era of uncertainty, what is the role of the Finance function in securing the competitive advantage and driving business growth? By finding the balance between the precision of data and global strategy: the seasoned CFO can identify new areas of value and derive the competitive advantage that will see their business through the storm. Join our panel of speakers as they share how they are preparing their business and teams for the road ahead.</p> <p><b>Chair: Christoph Dubies</b>, Chief Strategy and Transformation Officer, <b>Serrala</b></p> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li>• <b>Tom Smethers</b>, Group Finance Director, <b>Costa Coffee</b></li> <li>• <b>Martin Sigel</b>, Global CFO, <b>DHL Global Forwarding, Freight</b></li> <li>• <b>Michael Clark</b>, VP Enterprise Performance Management, <b>Coca-Cola Enterprises</b></li> <li>• <b>Yemi Jackson</b>, CFO and Founder, <b>Engage Transform</b></li> </ul> <p><b>CONFIRMED PARTNER: SERALLA</b></p>
<p><b>2 July</b> 14.00 - 15.00</p>	<p><b>ORGANISATIONAL AGILITY AT SCALE: THE KEY TO DRIVING DIGITAL GROWTH</b></p> <p>Digital-first players are now successfully challenging established organisations, disrupting industries from the inside, at speed. Many organisations understand the urgency and CFOs and their finance teams are designing and investing in more agile, resilient and highly automated organisations, but how do you design and translate those investments into the right business outcomes?</p>

	<p>Our global survey of 998 executives shows the majority recognise organisational agility is of critical importance to their long-term success. However, in a challenging economic climate, the demands on finance leaders are unrelenting, shifting focus to the short-term. Finance is at the vanguard of organisational insight, and it therefore needs to rapidly shake the slow “traditionalist” tag to be the innovative “groundbreaker”, and that will only happen when finance shifts from a reactive, traditional, transaction based “data-gathering” function to forward thinking “insight gurus”.</p> <p>Organisational success is determined by how you manage and navigate change, so the question remains: Are you built for where the world is going, or where the world has been? Join this session where we will discuss the results of our survey, the importance of organisational agility, and the role finance plays.</p> <p><b>Key Outcomes &amp; Takeaways</b></p> <ul style="list-style-type: none"> <li>• Businesses must deliver on digital transformation to achieve the growth opportunities it brings</li> <li>• Continuous digital growth only occurs when organisations embrace organisational agility</li> <li>• Finance are key to delivering the insights required to make future organisations a success</li> </ul> <p><b>Chair: Michael McCaw</b>, Editor, <b>Financial Director</b></p> <p><b>Speaker: Tim Wakeford</b>, Vice President, Financials Product Strategy, EMEA, <b>Workday</b></p> <p><b>CONFIRMED PARTNER: WORKDAY</b></p>
<p><b>7 July</b> 14.00 - 15.00</p>	<p><b>GETTING BACK TO THE “NEW NORMAL”</b></p> <p>Perhaps quick, accurate and agile financial reporting has never been more essential than during the COVID-19 pandemic. Extracting accurate, real-time data from your ERP to create flexible, fast financial reports has always been an important role for the finance team. So, how does your team build off what it learned during the first months of the pandemic to get back to the new normal of working, whatever that may look like? Furthermore, how do you ensure your organization can thrive in this new normal, rather than just survive it?</p> <p>Join insightsoftware as we discuss best practices learned since the COVID-19 pandemic changed the way organizations do business, including scenario planning and shifting from monthly to daily reporting.</p> <p><b>Key Outcomes and Takeaways:</b></p> <ul style="list-style-type: none"> <li>• Learn what first-class organizations did to survive the COVID-19 pandemic</li> <li>• Discuss scenario planning in this new normal</li> <li>• Discover the importance of shifting from monthly to daily reporting</li> </ul> <p><b>Chair: Michael McCaw</b>, Editor, <b>Financial Director</b></p> <p><b>Speakers:</b></p>

	<ul style="list-style-type: none"> <li>• <b>Malcolm Hewlett</b>, Regional Manager, EMEA, <b>insightsoftware</b></li> <li>• <b>Guillaume de Pommereau</b>, (former) CFO, <b>Hitachi Europe</b></li> </ul> <p><b>CONFIRMED PARTNER: INSIGHTSOFTWARE</b></p>
<p><b>9 July</b> 14.00 - 15.00</p>	<p><b>CASHFLOW MANAGEMENT AND FORECASTING IN UNCERTAIN TIMES</b></p> <p><b>Key Outcomes and Takeaways:</b></p> <ul style="list-style-type: none"> <li>• Identifying cashflow priorities and accurate forecasting</li> <li>• Innovative ways to manage and track spending</li> <li>• Building and maintaining a culture of cashflow throughout the business (and not just within treasury)</li> <li>• How to adapt strategy to reflect changes and market disruptions</li> <li>• The parameters of cash management and how you can bring added value with technologies such as AI</li> </ul> <p><b>Chair: Michael McCaw</b>, Editor, <b>Financial Director</b></p> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li>• <b>Thierry Hamon</b>, Cash Management &amp; Security Expert, <b>Audaxiam (Didaxis)</b></li> <li>• <b>Michael Leyland</b>, Finance Director, <b>Biostatus Limited</b></li> <li>• <b>Sean O'Connor</b>, Senior Global Treasury Manager, <b>Indeed</b></li> <li>• <b>Benoit Labiau</b>, Tax &amp; Treasurer Manager, <b>Terumo Europe nv</b></li> </ul>
<p><b>LEADERSHIP</b></p> <p><b>Focus on:</b></p> <ul style="list-style-type: none"> <li>○ What are the skillsets the future Finance function needs?</li> <li>○ The future role of the CFO/Head of Finance in business</li> <li>○ Acquiring, engaging and holding on to the right skillset for Finance</li> <li>○ Increasing IT proficiency in Finance</li> <li>○ Diversity in Finance</li> <li>○ Sustainability</li> </ul>	
<p><b>14 July</b> 14.00 - 15.00</p>	<p><b>LEADERS DEBATE - LEADERSHIP IN A CRISIS</b></p> <p>As heads of finance do their utmost to navigate their businesses through the storm, and lockdown eases up, one of the biggest questions remaining is “what next?”.</p> <p>Not all businesses have been able to successfully make the shift from business survival to recovery. Those who have, find themselves in new territory of building long-term resilience with a looming recession around the corner.</p> <p>What does leadership look like in the “new normal” and how do we find the balance between survival of the business and the wellbeing of our people? Join our panel of speakers as they share their short- and long-term visions for their businesses and staff.</p> <p><b>Chair: Michael McCaw</b>, Editor, <b>Financial Director</b></p> <p><b>Panellists:</b></p>

	<ul style="list-style-type: none"> <li>• <b>Christopher Corner</b>, Head of Finance, Banking Services, <b>M&amp;S</b></li> <li>• <b>Ranu Sharma</b>, Head of International O&amp;T Finance, <b>Vocalink, a Mastercard company</b></li> <li>• <b>Ilaria Evans</b>, Group Financial Controller, <b>Tesco</b></li> <li>• <b>Malcolm Finn</b>, Head of Group Reporting, <b>Vodafone</b></li> <li>• <b>Iain Wright</b>, Director for Business and Industrial Strategy, <b>ICAEW</b></li> </ul> <p><b>CONFIRMED PARTNER: ICAEW</b></p>
<p><b>16 July</b> 14.00 - 15.00</p>	<p><b>THE EMERGING TREND OF IMPACT-WEIGHTED MEASUREMENTS AND DISCLOSURE</b></p> <p>Regulated entities face an evolving landscape of environmental, social and governance (ESG)-related risks that can impact their profitability, success and even their survival. A new promising global impact-measurement effort is underway to guide companies to enhanced disclosure called the <a href="#">Impact-Weighted Accounts Initiative</a>. The aim is to arrive at impact values according to generally accepted impact principles set by an Impact Accounting Standards Board, similar to the generally accepted accounting principles, or GAAP, that govern corporate accounting.</p> <p>Many companies today are doing more than simply reporting numbers. Many are adopting business models that deliver positive impact through their products/services and operations. Whereas these companies in the past measured only financial return, today they are also moving to communicate their impact. Today with this initiative they are able to calculate the monetary environmental impact for more than 2,000 large companies around the world, they have outlined a framework for product level impact and soon will be launching an employment impact framework.</p> <p>In this session we will look at how the emerging market trends of global impact-measurement are being adopted in the market place and learn more about the emergence of an <a href="#">Impact-Weighted</a> Accounting Standards Board.</p> <p><b>Chair: Michael McCaw</b>, Editor, <b>Financial Director</b></p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• <b>Liv Watson</b>, Senior Director of Strategy Customer Initiatives, <b>Workiva</b></li> <li>• <b>Sakis Kotsantonis</b>, Managing Partner. <b>KKS Advisors</b></li> </ul> <p><b>CONFIRMED PARTNER: WORKIVA</b></p>
<p><b>21 July</b> 14.00 - 15.00</p>	<p><b>QUICK FIRE FORUM – SUSTAINABILITY THROUGH FINANCE</b></p> <p><b>Speaker: Jessica Fries</b>, Executive Chairman, <b>Accounting for Sustainability (A4S)</b></p>
<p><b>23 July</b> 14.00 - 15.00</p>	<p><b>KEYNOTE DIALOGUE – IN CONVERSATION WITH ALEX BRAZIER FROM THE BANK OF ENGLAND</b></p> <p>Alex Brazier, Executive Director, Financial Stability Strategy and Risk, will present some of the Financial Policy Committee’s analysis on the UK’s corporate sector financing needs and Covid-19. He will go onto discuss the interim Financial Stability Report from May which estimated how UK corporate cash flows could evolve under Covid-19 in the coming months and how companies could finance their cash-flow deficit. He will also</p>

share his thoughts on some of the challenges that the financial system may face going forward.

**Chair: Michael McCaw**, Editor, **Financial Director**

**Speaker: Alex Brazier**, Executive Director for Financial Stability Strategy and Risk, **Bank of England**

If you have any questions or technical issues with the platform please get in touch. There is an FAQ section within the event information tab which should be of help, but if not please contact Rachel on [rachel.murphy@contentive.com](mailto:rachel.murphy@contentive.com)

**We Look forward to welcoming you from the 2<sup>nd</sup> June.**

With Thanks to our Commercial Partners



Recruitment Partner

