



## Accountants for Business conference series 2011

### Creating value through finance talent

5 April 2011, Prague

#### Programme

08:30 – 09:00 Registration & refreshment

09:00 – 09:15 **Welcome Address**

Roger Acton, Regional Director ACCA Europe & Americas  
Paul Cunningham, Assurance Leader pwc

09:15 – 09:45 **Session 1:  
The Importance of Corporate Governance**

During this session we will look at what went wrong and what could be done to avert a repetition of the failures that brought about the near collapse of the financial system.

**Petros Fassoulas, Head of Policy Europe & Americas, ACCA**

09:45 – 10:15 **Session 2:  
How to attract and retain your finance talent**

The key challenge facing organisations in the next few years will be the creation of value. Human capital is now the primary source of competitive advantage for many organisations. The skills and experiences of professional accountants have always been a source of value and the global economic crisis consolidated this position.

**Pavel Šustek, FCCA, FSC Manager, Edwards Vacuum**



## **Programme Cont.**

10:15 – 10:45

### **Session 3: Delivering value in F&A process**

What are the levers to pull in the finance and accounting processes to create value? Innovation, industrialization and operational maturity are some of the practical ways to revamp finance and accounting to deliver more value.

**Kateřina Přikrylová, FCCA, Global Internal Controls and Compliance, Accenture Services**

10:45 – 11:15

### **Coffee Break**

11:15 – 11:45

### **Session 4: Managing key talents**

Keeping and developing your best people is a challenge for all organisations - and this is particularly true for finance professionals and professional services firms. This session will look at how pwc aims to develop and retain their most talented professionals through a blended strategy of development programmes, internal secondments, key business projects and coaching.

**Václav Prýmek, Partner, pwc**

11:45 – 12:15

### **Session 5: The leadership challenges of the 21<sup>st</sup> century**

In this presentation we will be looking at research which indicates the global economy is being led into a downward spiral by the leadership traits of the 20th century. We will also offer what behavioral science has proven to be the solution for this potentially catastrophic problem.

**Pepper de Callier, Founder, Prague Leadership Institute**



## **Programme Cont.**

12:15 – 12:45

### **Session 6: Learning and Education - the best talent tool in your box**

Some of the most effective organisations in business are those that have a creative business strategy around the development of their talent. How do we turn our 'training spend' into an effective business tool that recruits and keeps the talent that we need for the future. How will Czech business ensure that young talent is nurtured for the future and leveraged as a real competitive advantage for the country in the future.

**Joe Appleton, Director of The Academy, pwc**

12:45 – 14:30

### **Conclusion & Networking lunch**