

ACCA Czech Republic, Slovakia & Hungary
Creating value through finance talent
5 April 2011 / Prague

Accountants for business



ACCA's theme for 2010 is 'Accountants for business'. One of the hallmarks of sustainable enterprise is a strong finance function. Organisations, whether in public or private sectors, benefit strongly from the discipline that comes with financial management, and the embedding of financial awareness within the organisation from the most senior, board level, down to the most junior employees. In these organisations, financial management is not seen as an imposition. It is part of the culture of the organisation. Employees understand the importance of finance to the short term, but also to the long-term strategic aims of the enterprise.

The theme of 'Accountants for business' emphasises a new, value-adding agenda for accountants in whatever roles they are employed, and positions the role of accountants as promoters of sound business practices, champions of sustainable business development and identifiers of value drivers which lead to high-performing organisations.

This theme sets an agenda for business which puts sound financial management at its heart. It highlights the importance of accountants to fostering long-term corporate success and on the unprecedented – and growing – need for financial skills.

There has never been a more crucial time for accountants to show their true value.

Over the last 18 months, as a systemic banking collapse has evolved into significant worldwide recession in many countries, a range of presumptions about accounting, organisations and society will be questioned – and we believe that the role of the accountant will emerge into a golden age as a champion of sustainable value in business.

As the global body for professional accountants, our unrivalled international perspective and experience makes us ideally placed to lead this agenda. Through our network of 80 offices and centres we are in regular dialogue with employers, governments, regulators and influencers. And, with members and students working at every level of business in 170 countries worldwide, we are able to share the views and experiences of wide-ranging stakeholders.

Our campaign will seek to answer the issues raised around our profession and demonstrate how accountants can play a leading role in restoring business confidence and fortune. We are inviting senior business leaders and members of the profession to come together and discuss the key issues and share first-hand knowledge and experience across the global business world. Please visit www.accaglobal.com/accountants_business for the latest research, events and opinion.

Accountants

THEME

Accountants for business

– creating value through finance talent

EVENT DETAILS

Date: 5 April 2011

Time: 08:30 – 14:30

Location: pwc
The Academy
Kateřinská 40, Praha 2

LANGUAGE

English only

Registration on first come first served basis

ACCA is delighted to welcome the following speakers to the event:

Petros Fassoulas

Head of Policy Europe & Americas

ACCA

Importance of Corporate Governance

Václav Prýmek

Partner

pwc

Managing key talents

Pavel Šustek, FCCA

FSC Manager

Edwards Vacuum

Attracting and retaining finance talent

Pepper De Callier

Founder

Prague Leadership Institute

The Leadership challenge of the 21st century

Kateřina Prikrylová, FCCA

Global Internal Controls & Compliance

Accenture Services

Delivering value in F&A process

Joe Appleton

Director of The Academy, pwc

pwc the Academy

Learning and education - the best talent tool
In your box

for business

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BOOKING FORM

Limited complimentary places are available to senior finance and human resources professionals with an interest to learning and development for their finance staff. To reserve a place at the conference please complete the following form.

Accountants for business – Creating value through finance talent

Name: _____

Job title: _____

Company: _____

Address: _____

Address: _____

Tel: _____ Fax: _____

E-mail: _____

You are advised to book as early as possible as numbers will be limited.

Please return your completed booking form before
31 March 2011



SPONSOR



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Services Co-ordinator

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