



The Changing Role of the CFO

Friday, 19 April 2013, Prague

Programme

08:30 – 09:00 Registration & refreshment

09:00 – 09:15 **Welcome Address** Helen Brand, CEO, ACCA
Věra Výtvarová, Audit Lead Partner, PwC

09:15 – 09:45 **Session 1:**
100 Drivers of Change for the Global Accountancy Profession

ACCA's study identifies the 100 drivers of change that will have the biggest impact on the profession over the next decade. The research goes further than to simply identify the 100 drivers of change that directly and indirectly impact businesses and the profession. It analyses the drivers to determine their potential interactions, it identifies the ten forces that will have the greatest impact and the ten 'must do's' that businesses and the accountancy profession must adopt to effectively weather volatility and shocks while reaping the benefits of existing opportunities.

Ewan Willars, Director of Policy, ACCA

09:45 – 10:15 **Session 2:**
Changing role of CFOs

Do you really take advantage of career opportunities?
What do you think are the key qualities headhunters are looking for? How to manage the fact that it is tough at the top?

Dita Chrastilová FCCA, Managing Director, SCHULMEISTER Management Consulting

10:15 – 10:45 **Session 3:**
Road to CFO

During this presentation speakers will share with you their journey becoming CFO, lessons learnt on the journey and any recommendation for you in case you are on the road to becoming the future CFO.

Marian Bogdány, Finance Director, Mars Czech Rep & Slovakia

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Continued

10:45 – 11:15

Coffee Break

11:15 – 11:45

**Session 4:
Transition from CFO to CEO**

In the past, CFO wasn't probably the ideal candidate for a CEO role. With a general economic slowdown, however, your chances may now be higher if you have decided to become one. Be prepared to sell – ideas, results, good news, bad news ... in a way so much more creative than a standard balance sheet. On the other hand, your knowledge of processes and cost will be your asset. The transition from a CFO to a CEO may not be as straightforward as a change of the office desk. Customer knowledge, people management and business decisions that go beyond the payback calculations are some of challenges on the way.

Robert Kazda FCCA, CEO, Saint-Gobain Isover

11:45 – 12:15

**Session 5:
Where can the career in finance take you?**

How enriching could be consciously chosen wild career journey that started in big companies finance, continued through marketing, sales and evolving into leading start ups? Martin thinks ... a lot!

Martin Pejša, Managing Director, Creative Dock

12:15 – 12:45

**Session 6:
Czech business outlook and the impact for CFOs**

What are Czech business leaders predicting for the next 3 years in our business environment? How can CFOs be ahead of the curve and ready for these changes?

Jonathan Appleton, Director, PwC The Academy

12:45 – 13:00

Q&A

13:00 – 14:00

Conclusions and END

Networking lunch