CASHING IN ON GROWTH

THE 10TH ANNUAL
ACT CASH MANAGEMENT CONFERENCE
12-13 February 2014 | etc.venues St Paul’s, London
Now celebrating its 10th anniversary, the ACT Annual Cash Management Conference is the essential meeting place for over 200 organisations wanting to take a fresh look at their cash and liquidity management and to share best practice.

Five years on from the financial crisis and with new opportunities for growth, the global economy is looking up. Alongside the opportunities, however, come an equal number of new challenges for cash and liquidity managers. Whether you are looking to invest in new business technology or make more efficient use of your cash, the ACT Annual Cash Management Conference provides a platform to discuss these key issues and many more including:

• Re-engineering your cash management
• Innovation in payments
• Cash strapped corporates
  – making every penny count
• Cash management: a global perspective

Throughout the two-day programme of lively panels and focused presentations, there is plenty of networking time for you to interact with your fellow practitioners and meet a range of treasury service providers in our relevant exhibition. Join us in February to ensure your company is cashing in on growth.
08.00 Registration and refreshments

09.00 Chair’s opening remarks
A look at how the cash management landscape has changed over the past 10 years
Richard Martin, Managing Director, Global Cash Management, Barclays

09.10 Interactive voting session
Live peer-to-peer research on the current environment for corporate cash management
Richard Martin, Managing Director, Global Cash Management, Barclays

09.25 Opening keynote address: trust and managing innovation
Focus on how in an environment of disruption, change, and transformation the fundamentals of trust and innovation are core to cashing in on growth
Chris Brauer, Founder of CAST and Director of Innovation, Goldsmiths, University of London

09.55 Panel discussion: re-engineering your cash management
Corporates identify the key tools needed to streamline cash management, enhance efficiency and run a successful treasury
Facilitated by: Colin Tyler, Chief Executive, ACT
The panel: Richard Abigail, Group Treasurer, Arup
Christophe Chevalier, Former Group Cash Management Director, Accor
Jane Pilcher, Group Treasurer, Anglian Water

10.45 Refreshments in the exhibition area

THE KEY TO LIQUIDITY

11.20 Case study: the challenges of cash management
- cash visibility – day-to-day tracking
- understanding and managing company constraints
- cash forecasting – getting business buy-in
- deriving value from the process
Graeme Hancock, Group Treasurer, Electrocomponents

11.50 Case study: cash pooling in a low interest rate environment
- selecting the right cash pool for our business
- identifying the benefits: optimising interest, liquidity and security
- reducing political and counterparty risk
- common pitfalls to avoid
Royston Da Costa, Group Assistant Treasurer – Treasury Systems and Development, Wolseley

12.20 Case study: credit control
- the job of a credit controller
- how do you look at credit risk?
- what amounts of credit are you prepared to allow?
- what are the warning signs that your customer might be struggling to pay?
Bryony Pettifor, Vice Chair, Institute of Credit Management

12.50 Lunch in the exhibition area

SYSTEMS AND TECHNOLOGY

14.00 Technical presentation: mobile payments in 2014 – a booming market
A look at the rapidly changing world of mobile payments and the key trends to further your business
Mike Walters, Product Director, Global Payment Acceptance, Barclaycard

14.30 Case study: innovation in payments
- contactless payments – improving the consumer experience
- faster payments but at what cost to the company?
- achieving consumer buy-in: are the right products available?
- where next – biotech payments?
Stephen Baseby, Deputy Treasurer, Severn Trent

15.00 Case study: payment factories
- why payment factories: thought process and rationale
- demand for more intuitive systems
- improving connectivity for greater efficiency
- how to get the most from implementation
Mike Morris, Finance Shared Services Manager, Unipart Group

15.30 Refreshments in the exhibition area

16.05 Break out sessions
A Cloud-based cash management
Facilitated by: Will Spinney, Associate Director of Education, ACT
Speakers: Fatah Berkane, Treasury and Finance Manager, Unilabs
Andrew Burns, Senior Consultant, Kyriba

B Corporate to bank connectivity
Facilitated by: Colin Tyler, Chief Executive, ACT
Speakers: Gerd Klevenz, Head of Treasury Operations and Processes, Global Treasury, SAP
James Marshall, Assistant Treasurer – Operations, Virgin Media

C Focus on SMEs: managing cash in overseas markets
Facilitated by: Michelle Price, Associate Policy & Technical Director, ACT
Speakers: Dominic Jaques, Managing Director, Tresaurus
Dan O’Brien, Group Finance Director, Tarsus Group

17.00 Close and drinks reception
08.30 Registration and refreshments

SETTING YOUR CASH TO WORK

09.00 Chair’s opening remarks
Peter Matza, Engagement Director, ACT

09.10 Case study: cash – let’s get economical
• cash strapped corporates – making every penny count
• optimising your cash flow
• staying ahead of cycles and the seasons
• exiting a recession - what are the pitfalls and how do you get it right?
Nicola Marcheselli, Head of Cash Management, Barilla

09.40 Case study: working capital – a balancing act
• the need for a sustainable strategy to optimise working capital
• long term strategies to weather short term volatilities
• working capital in the context of supply chain risk and liquidity management
• the importance of good working capital management in good times and bad
Alison Wilson, Treasurer, innocent

10.10 Refreshments in the exhibition area

10.30 Panel discussion: cash – when the cup runneth over
• strategies for managing surplus cash
• move to MMFs to avoid counterparty risk but what about VNAV?
• MMF dependent treasurers needing to overhaul strategy
• what are the alternatives and what are the implications?
Facilitated by: Peter Matza, Engagement Director, ACT
The panel: Chris Dibben, Interim Assistant Treasurer, easyJet
Paul Downie, Head of Liquidity and Foreign Exchange, Shell
Yera Hagopian, Global Head of Liquidity, Barclays
Bea Rodriguez, Senior Portfolio Manager, BlackRock

11.50 Case study: bank relationships – sharing the corporate view
• the dynamics of the corporate/bank relationship in 2014
• are banks reacting to corporates’ needs?
• how should corporates value their ancillary business?
• bank competition – can you get better deals elsewhere?
Bob Williams, Regional Finance Director, Barratt Developments

12.20 Presentation: the interim treasurer
Examining the techniques needed for managing a range of treasuries – different solutions for different companies
Tim Canty, Managing Director, Canty Treasury Management

12.40 Lunch in the exhibition area

CASH MANAGEMENT: A GLOBAL PERSPECTIVE

13.45 Break out sessions
Case study followed by panel
D The importance of cash forecasting
Facilitated by: Martin O’Donovan, Deputy Policy & Technical Director, ACT
Speakers: Mark Foster-Moore, Treasury Operations Manager, Kingfisher
John Holmes, Former Group Treasurer, Etex Group

E SEPA: realising the benefits
Facilitated by: James Lockyer, Development Director, ACT
Speakers: Mike Cassidy, Head of Treasury EMEA, Wyndham Worldwide
Martin Schlageter, Head of Treasury Operations, Roche

F Moving cash: problematic countries
Facilitated by: Peter Matza, Engagement Director, ACT
Speakers: Andrew Bishop, Head of Cash Management, Gazprom Marketing & Trading
Matthew Clarke, Group Treasurer, Intertek Group

14.45 Refreshments in the exhibition area

15.15 Managing cash and funding for the German Energiewende
• a cash management overview from the continent
• innovation at work – keeping ahead of the pack
• special focus on cash management in the renewable energy sector
Udo Giegerich, Chief Financial Officer, 50Hertz

15.45 Panel discussion: cash and treasury management – the European perspective
• what is keeping you awake at night?
• treasury priorities for 2014
Facilitated by: Peter Matza, Engagement Director, ACT
The panel: Udo Giegerich, Chief Financial Officer, 50Hertz
Martin Schlageter, Head of Treasury Operations, Roche

16.15 Closing keynote address
Chris Skinner, Chairman, The Financial Services Club

16.45 Chair’s closing remarks and close of conference
Venue
etc.venues St Paul’s
200 Aldersgate
London
EC1A 4HD

Special hotel rates available
Visit treasurers.org/cashmanagement and see venue, travel and accommodation for details.

Official publication
Essential reading for European treasurers, The Treasurer provides valuable insight, clear-thinking analysis and focus on the latest developments in financial management.

Written by practitioners for practitioners, The Treasurer delivers comprehensive coverage on all aspects of treasury, risk and corporate finance, including specialist issues from a European perspective.

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Brochure code: A

DELEGATE DETAILS
*mandatory fields

Dr/Mr/Mrs/Miss/Ms: *Forename: *Surname:

Company name:

*Job title:

Address:

Postcode:

*Email:†  Telephone:

If booking more than one delegate, please photocopy this form and complete the delegate details section for each delegate.

†All joining instructions will be emailed, please ensure you supply an appropriate email address.

Please select your area of work/field from the list below:

- Treasurer/deputy treasurer
- Financial director/controller
- Corporate banking
- Other business provider
- Treasury dealer
- Tax advisor/secretarial/audit
- Bank dealer/salesperson
- Other
- Treasury manager/
  analyst/accountant
- Other finance & accounting
- Corporate finance & advisory
- Other
treasury related
- Other corporate management
- Treasury consultant

PRICING

<table>
<thead>
<tr>
<th>Standard rate</th>
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<tbody>
<tr>
<td>ACT members and students</td>
<td>£795 + £159 (VAT) = £954</td>
</tr>
<tr>
<td>Non-members from non-financial corporates</td>
<td>£895 + £179 (VAT) = £1,074</td>
</tr>
<tr>
<td>Non-members from banks, Fls, consultancies and other business service providers</td>
<td>£1,295 + £259 (VAT) = £1,554</td>
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Fees include refreshments, lunch, conference materials and attendance at the evening reception on day one.

- Please invoice me/my company (payment is due within 21 days of invoice date, or before the conference date, whichever is soonest)
- I enclose a cheque for £___________ made payable to ACT (Administration) Limited
- Please charge £___________ to my Visa/Mastercard/Switch/Solo card:

  Card number

  Expiry date

  Issue no.

If cardholder name and statement address are different from above delegate details, please indicate below:

Please note VAT is applicable at the current rate of 20%. A VAT invoice will be issued.

To pay by BACS  Bank: NatWest Bank, ACT (Administration) Limited  Sort code: 60-00-01  Account number: 01053760

3 EASY WAYS TO REGISTER

1 ONLINE
treasurers.org/cashmanagement

2 FAX
+44 (0)20 7374 8744

3 POST
Events team, ACT, 51 Moorgate, London EC2R 6BH UK

Enquiries  E: events@treasurers.org  T: +44 (0)20 7847 2589

Cancellation period: Cancellation terms will apply once a completed booking form has been received (inclusive or exclusive of payment). All cancellations must be received in writing by 6 January 2014 for a full refund less 15%. Cancellations made less than 35 days before the conference start date will not be refunded but a nomination for a replacement delegate will be accepted. In the unlikely event of cancellation of the conference by the ACT, whether by force majeure or otherwise, the ACT in its absolute discretion may offer delegates a credit to an alternative event. The ACT will not in any circumstances refund any travel or accommodation expenses.

Data protection: The information you provide will be safeguarded by the ACT. A delegate list will be produced for the event with details restricted to your name, job title and company. In registering for this event you agree to the ACT providing your name, job title and company to the venue for the purposes of facilitating the event and to the sponsor and fellow delegates for information purposes. The ACT will retain your details on its database in order for us to keep you informed of other relevant products and services. If you do not want to receive this information, please tick here.

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