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CONNECTING MINDS

# CASHING IN ON GROWTH



THE 10TH ANNUAL

## ACT CASH MANAGEMENT CONFERENCE

12-13 February 2014 | etc.venues St Paul's, London

EXHIBITORS



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# 10 YEARS AND COUNTING

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.

## Conference organiser



LEADING TREASURY  
PROFESSIONALS

The Association of Corporate Treasurers (ACT) sets the benchmark for international treasury excellence. As the chartered body for treasury, we lead the profession through our internationally recognised suite of treasury qualifications, by defining standards and championing continuing professional development.

We are the authentic voice of the treasury profession representing the interests of the real economy and educating, supporting and leading the treasurers of today and tomorrow.

Find out more at [treasurers.org](http://treasurers.org)

ACT is a member of:



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The International Group  
of Treasury Associations

## Conference sponsor



Barclays moves, lends, invests and protects money for customers and clients worldwide. With over 300 years of history and expertise in banking, we operate in over 50 countries and employ over 140,000 people.

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To discuss exhibition opportunities please contact **Denis Murphy**, Sponsorship Director, ACT

T: +44 (0)20 7847 2581

E: [dmurphy@treasurers.org](mailto:dmurphy@treasurers.org)

## JOIN THE CONVERSATION



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**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?

**Briony 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, **Treasuris**

**Dan O'Brien**, Group Finance Director, **Tarsus Group**

**17.00 Close and drinks reception**

# PROGRAMME DAY TWO: THURSDAY 13 FEBRUARY

## 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

#### 10.50 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

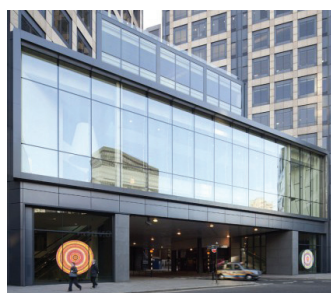
#### 16.45 Chair's closing remarks and close of conference

## Venue

**etc.venues St Paul's**  
200 Aldersgate  
London  
EC1A 4HD

## Special hotel rates available

Visit [treasurers.org/cashmanagement](http://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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# THE 10TH ANNUAL ACT CASH MANAGEMENT CONFERENCE

## BOOKING FORM

etc.venues St Paul's, 200 Aldersgate, London EC1A 4HD

Brochure code: A

### DELEGATE DETAILS

\*mandatory fields

*Dr/Mr/Mrs/Miss/Ms:	*Forename:	*Surname:
<hr/>		
Company name:		
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*Job title:		
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Address:		
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		Postcode:
		<hr/>
*Email:†		Telephone:
		<hr/>

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:

- |  |  |  |   |
|--|--|--|---|
| <input type="checkbox"/> Treasurer/deputy treasurer    | <input type="checkbox"/> Treasury dealer               | <input type="checkbox"/> Treasury manager/<br>analyst/accountant | <input type="checkbox"/> Other treasury related     |
| <input type="checkbox"/> Financial director/controller | <input type="checkbox"/> Tax advisor/secretarial/audit | <input type="checkbox"/> Other finance & accounting              | <input type="checkbox"/> Other corporate management |
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| <input type="checkbox"/> Other business provider       | <input type="checkbox"/> Other                         |  |   |

### PRICING

Standard rate

ACT members and students	<input type="checkbox"/> £795 + £159 (VAT) = £954
Non-members from non-financial corporates	<input type="checkbox"/> £895 + £179 (VAT) = £1,074
Non-members from banks, FIs, consultancies and other business service providers	<input type="checkbox"/> £1,295 + £259 (VAT) = £1,554

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
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Card number

Expiry date     Issue no.

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#### 1 ONLINE

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#### 2 FAX

+44 (0)20 7374 8744

#### 3 POST

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

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

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**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

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