

**ACT**

**LEADING TREASURY  
PROFESSIONALS**

# TREASURY IN A CHANGING WORLD

## TOPICS INCLUDE:

- an update on financial regulation – what can businesses do to prepare and adapt?
- creating a flexible risk management framework
- the treasurer's role in protecting the business
- strategic funding for business growth



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**CREATING ADVANTAGE**

## ACT MIDLANDS CONFERENCE

**Tuesday 25 November**  
The Studio, Birmingham



Official publication

**The Treasurer**

09.00	<b>Registration and refreshments</b>
09.30	<b>Chair's opening remarks</b> <b>Peter Matza</b> , Engagement Director, <b>ACT</b>
09.40	<b>Opening keynote presentation: An economic overview</b> <ul style="list-style-type: none"> <li>• current state of the financial markets</li> <li>• will an early rise in interest rates affect prospects for recovery?</li> <li>• key financial regulations affecting treasurers and the real economy</li> <li>• the outlook for 2015</li> </ul>
10.10	<b>Corporate funding strategy</b> <ul style="list-style-type: none"> <li>• how to choose the right funding option and make it work</li> <li>• the growing importance of diversifying your corporate funding strategy</li> <li>• evaluating alternative funding options - from high yield bonds to the PP market</li> <li>• managing investor relationships</li> </ul> <b>Richard Garry</b> , Group Treasurer, <b>IMI</b>
10.40	<b>Update on the ACT's competency framework</b> <b>David Coulson</b> , Employer Relations Manager, <b>ACT</b>
11.00	<b>Refreshments</b>
11.30	<b>Creating a flexible risk management framework</b> <ul style="list-style-type: none"> <li>• how does the treasurer prepare for the unknown?</li> <li>• identifying, assessing and reporting the risks</li> <li>• risk culture and the impact on opportunities/threats</li> <li>• treasury's role in business contingency planning</li> </ul>
12.00	<b>New financial regulation - what can businesses do to prepare and adapt?</b> <ul style="list-style-type: none"> <li>• how new regulation will affect corporates' use of OTC derivatives</li> <li>• Basel III/CRD4 - how will the dynamics of the loan market and money markets change?</li> <li>• regulation of money market funds - what the treasurer needs to know</li> <li>• ring-fencing of retail and investment banking, recovery/resolution and bail-in - the implications for treasurers</li> </ul> <b>John Grout</b> , Policy & Technical Director, <b>ACT</b>
12.30	<b>Panel discussion - the treasurer's role in protecting the business</b> <ul style="list-style-type: none"> <li>• the evolving role of the treasurer - strategic business partner or day-to-day operations?</li> <li>• understanding and managing counterparty risk</li> <li>• how can the treasurer add value to the business?</li> <li>• being prepared to make the most of new opportunities when they're available</li> </ul> <b>Steve Baseby</b> , Deputy Treasurer, <b>Severn Trent</b>
13.10	<b>Chair's closing remarks</b>
13.15	<b>Networking lunch</b>
14.15	<b>Close of conference</b>



## CONFERENCE ORGANISER

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.

[treasurers.org](http://treasurers.org)

## 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.

[treasurers.org/thetreasurer](http://treasurers.org/thetreasurer)

## The Treasurer



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## ACT MIDLANDS CONFERENCE

25 November 2014

09.00-14.15

The Studio

7 Cannon Street

Birmingham

B2 5EP

## HOW TO BOOK

Book your complimentary place online at [www.treasurers.org/midlandsconference](http://www.treasurers.org/midlandsconference)

**This event is a key membership benefit and a valuable source of CPD. It is free to attend for all ACT members (including student members, affiliate members corporate representatives).**

**If you are not already a member and would like to attend you can now sign up for our new eAffiliate membership.** This will give you access to this event as well as other ACT services including the latest digital version of The Treasurer magazine, regional group meetings and webinars. The subscription period runs from 1 May – 30 April and there is an annual fee of £50. For more information about eAffiliate membership or to join now please contact the membership team at [membership@treasurers.org](mailto:membership@treasurers.org) or call on 020 7847 2540.

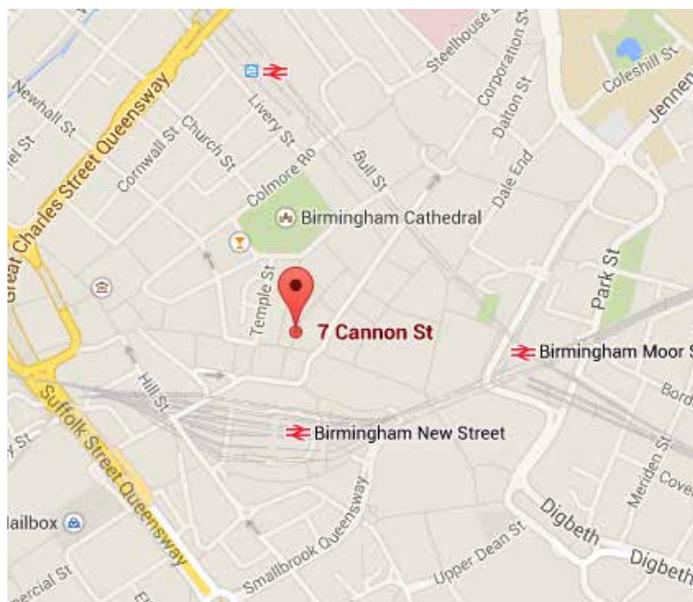
Please note that places are limited and will be allocated on a first-to-book basis.

## ENQUIRIES

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

## GETTING THERE

The Studio, 7 Cannon Street  
Birmingham, B2 5EP



## UPCOMING ACT EVENTS AND CONFERENCES

**Annual corporate funding conference**  
9 October, London

**ACT Middle East Annual Conference**  
27 – 28 October, Dubai

**ACT Annual Dinner**  
12 November, London

For more information about  
our events visit  
[treasurers.org/events](http://treasurers.org/events)

## ABOUT ACT MEMBERSHIP

The ACT member network is global, as is our support, we are committed to your professional development and we offer our members an extensive range of benefits by:

- **Sustaining expertise**

ACT membership gives you access to thought-leaders of the treasury profession. Whether you need an update on the building blocks of treasury, or information on the latest developments, we can help you access it.

- **Providing support**

Working in treasury is demanding. You need to get it right time after time. ACT membership provides you with access to technical expertise, regardless of your level of knowledge of the subject matter.

- **Developing networks**

Building and sustaining important relationships is vital to the future of your career. As a member, we'll help you develop these networks, giving you the support, partnership and progression you need.

- **Building confidence**

ACT sets the benchmark for international treasury excellence. Members, employers and the profession as a whole are reassured by the credibility, expertise and authority provided by the chartered body for treasury.

[treasurers.org/membership](http://treasurers.org/membership)