

An unparalleled forum



John Hawkins, former Head of Finance and Risk, Invensys, introduces *The Treasurers' Conference 2005*. The ACT's second annual conference will take place 11-13 May at the Celtic Manor Resort.



The Treasurers' Conference 2005 will build on the success of last year's conference, which was attended by over 450 finance professionals. The feedback revealed that it provided an unparalleled forum for discussion and debate, as well as an excellent networking opportunity for those working within and around treasury. Those who attended returned to their offices with new ideas triggered by the presentations and the interaction with their peers.

Overwhelmingly, delegates in 2004 reported that the main attraction for attending the conference was the content of the conference programme. Our Executive Panel of Programme Advisors has once again proved invaluable in providing an insight into what is at the forefront of the treasurer's mind and in assisting us in compiling the programme for 2005. As Conference Chairman, my thanks go to all who have helped and I can assure those attending this year's conference that its programme will prove equally stimulating and invigorating.

The prevailing theme in 2005 is ensuring delegates gain an understanding of the strategic issues faced by those working in treasury throughout Europe. In response to delegate feedback, real life case studies will illustrate experience – both the good and bad – within testing financial markets. We also look to the future to assess what the challenges will be in the coming year, both strategic and operational.

Corporate governance in one shape or another within Europe is still a hot topic and likely to become more so, although a significant focus also remains on Sarbanes-Oxley in the US. We will learn about the rigour with which internal controls must be documented and applied in the treasury context.

Now IAS 39 is with us we review the practicalities of implementation with frank appraisals from practising treasurers and go on to explain how to manage the external consequences that will be picked up by credit and equity analysts and the rating agencies, not forgetting that internal management will also be going through a learning process on how to interpret the data. You might be reporting using fair values, but are you really

KEYNOTE SPEAKERS:

David Reid,
Chairman, Tesco;
John Talbot,
Chairman, European Restructuring, Kroll;
Sir David Tweedie,
Chairman, the IASB;
David Varney, Chairman, the Inland Revenue
and HM Customs & Excise.

PROGRAMME ADVISORS FOR 2005 INCLUDE:

John Hawkins, Former Head, Finance and Risk, Invensys – conference chairman
David Adams, Group Treasurer, Arla Foods UK
Gerry Bacon, Group Treasurer, Vodafone Group
Olivier Brissaud, General Manager, Volkswagen Co-ordination Centre, S.A. and Chairman, ATEB
Malcolm Cooper, Group Treasurer, National Grid Transco
Greg Croydon, Group Treasurer, IMI
Michael Day, Group Treasurer, Pearson
Howard Dodd, Chief Financial Officer, Boots
Melanie Duke, Group Treasurer, Emap
Matthew Hurn, Group Treasurer, Dixons
Andrew Longden, Group Treasurer, Shell International Ltd
François Masquelier, Head, Treasury and Corporate Finance, RTL Group
Andrew McMichael, Former Group Treasurer, Exel
Mark Morris, Group Treasurer, Rolls Royce
Dominic Simpson, Group Treasury Manager, Shire Pharmaceuticals
David Swann, Group Treasurer, British American Tobacco
Graham Wood, Senior VP, Corporate Finance International, E.ON AG

managing on the same basis?

In addition the programme covers the highly topical issue of pensions from the treasurer's perspective, along with views from the credit ratings agencies and equity analysts; one specific subject examined will be the relationship between company executives and trustees. Evidence suggests that although the financial risks within a defined benefit pension scheme are much talked about, all too often the interest rate exposures are not factored into the treasury risk management position. Should and can they be?

The implications of changes in accounting standards (most notably IAS 39), corporate governance regulations and bank credit (especially Basel II) will have been felt by most of us. Different companies will have approached these issues from differing perspectives and the conference offers an opportunity to analyse these changes and how they have worked in reality. It is for this reason that some of the roundtable discussions will feature these topics, with others on such diverse topics as how to develop your career, online FX, credit derivatives and the perennial question of performance measurement in treasury. These roundtable discussions, along with a comprehensive selection of breakout sessions, provide you with the opportunity to decide your programme content – ensuring the conference is tailored to your individual requirements.

The breadth and quality of the more than 30 corporate speakers is exceptional. In particular it should be noted that keynote speakers will discuss:

- **Internationalisation and growth** in a rapidly expanding company;
- The influences and changes as a result of **international financial reporting including strategies for complying with accounting requirements** – with a particular focus on **IFRS**;
- How regulatory risk can affect the treasury department with particular emphasis on **tax** and the treasurer;
- The reality of **debt trading** within corporate restructuring; and
- **Crisis management** and what the treasurer should be aware of.

A packed programme will round off with a view from some leading treasurers on how companies will finance themselves in the next few years – what does the future really look like?

The supporting exhibition provides an excellent chance to examine the latest technological and service enhancements and represents an ideal opportunity to discuss your requirements with the exhibitors. Our sincere thanks go to our lead

sponsors Deutsche Bank, HSBC and The Royal Bank of Scotland, and to National Australia Bank and Fortis Bank, who are our evening reception and cocktail party sponsors respectively.

To summarise, the 2005 Treasurers' Conference programme balances the strategic and operational aspects of the treasury role. With numerous case studies and real life examples the conference provides in-depth, practical analysis of operations within the business community that you can take back to your organisations. By attending the 2005 Treasurers' Conference you will gain an unparalleled understanding of the issues at the forefront of current treasury debates.

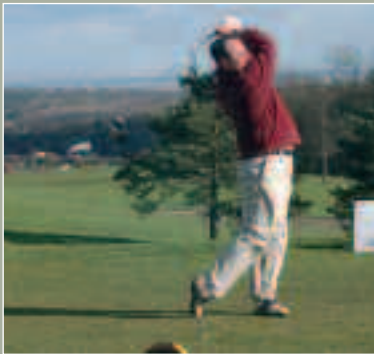
Located at the luxurious Celtic Manor Resort, the conference will leave you invigorated and enable you to look critically at how your business is run and how to increase your chances of future success. Evening receptions and dinner speakers will provide light hearted entertainment, while our keynote speakers will illustrate serious business issues from the perspective of industry leaders and standard setters.

We look forward to seeing you at the Celtic Manor Resort in May. For further information see www.treasurersconference.com or telephone: **+44 (0)20 7213 0703** ■

The ACT Golf Tournament

The ACT Golf Tournament, sponsored by National Australia Bank, is open to golfers of all abilities. Join fellow delegates before the conference begins at this fun scramble tournament, which starts at 13:30 on Wednesday 11 May. The tournament is free to enter, with refreshments available throughout the afternoon and fantastic prizes to be won. For further information please visit

www.treasurersconference.com/golf.cfm ■

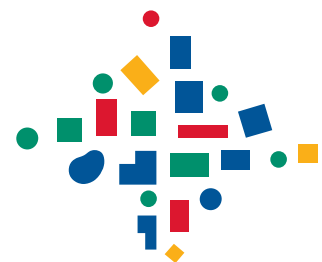


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