

by treasurers, for treasurers



RICHARD RAEBURN EXPLAINS THE BACKGROUND TO THE ACT'S PLANS FOR THE MAJOR TREASURY CONFERENCE IN 2004.

Many of our members and also readers of *The Treasurer* will know that we have announced a major change in the plans for the ACT's annual conference – 'The Treasurers' Conference'. I thought it would be helpful to give you some background both to the change in our conference arrangements as well as to the decisions we have taken about 2004, and to give you further details about what we are organising for next year.

The ACT has been an active provider of treasury conferences (and indeed treasury training) in the UK since the early days after our establishment in 1979. We have in particular always sought to put on a regular series of events that are topical and relevant to the treasury issues of central concern to our members. An annual conference has for many years also been a feature of our programme, with this particular event being 'members only' through most of the last decade.

Our annual event has recently been produced under a three-year joint venture agreement with EuroFinance. That agreement ended with the 2003 event and we concluded that delegates, sponsors and exhibitors would be better served by the ACT running its own conference in the future. Our former partners have announced an event in 2004 to compete with the ACT and others, doing so in alliance with *Treasury Today*, a magazine controlled by a significant shareholder in EuroFinance.

In taking this decision we looked carefully at the benefits associated with an annual event, considering issues such as how the programme content was being researched and developed, how the balance was being managed between the needs of delegates, sponsors and exhibitors and how profits were being shared in the joint venture. Whilst we valued the contribution of our joint venture partners to the successful conferences we had put on together over the last three years we were in no doubt that the

best way forward lay in the ACT taking full responsibility for its own conference.

Over the last two years we have continued to strengthen our in-house team with professional event organisers whom we have actively recruited. This is the team that puts on the Annual Dinner as well as the highly successful topic-based conferences that we have run over the last year on issues such as pensions, ratings and IAS 39.

We are now concentrating on our major event for 2004 and on our continuing topic-based conference programme. As this edition goes to press we are finalising our choice of venue and the dates for The Treasurers' Conference. It will be open to members and non-members alike. We have limited the event to two days as we believe this fits most closely with the time commitment preferred by the majority of delegates. We have already conducted extensive research amongst members and past delegates to determine how the event in 2004 should be positioned. A working group of members and other senior practitioners in the treasury field, from the UK and overseas, is meeting regularly with the ACT's conference team. Through this group we are designing the structure and content of the programme and identifying target speakers. There is immense enthusiasm in the group and amongst the ACT team; this sort of co-operation is a model of the best that the combination of staff and volunteers can produce for our members.

If you have any ideas or indeed just strongly held views about our conference do please get in touch with me directly – on +44 (0)20 7213 0734 or by email at r.raeburn@treasurers.co.uk. If you would like further information about attending or speaking please call Makayla Rahman on +44(0)20 7213 0703 or email at mrahman@treasurers.co.uk.

Above all, do visit www.treasurersconference.com, make a diary note of the dates for the 2004 event and plan on joining fellow treasury professionals and ACT members at THE treasury event of 2004. I look forward to seeing you there!

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