



TREASURY
EXCELLENCE
AS STANDARD

FESTIVAL OF TREASURY TRANSFORMATION

ENERGISE
INNOVATE
ACCELERATE

13 - 16 July 2020 | A Virtual Event | #ACTFTT



EVENT ANALYSIS

75 SPEAKERS

INCLUDING AN
INTERVIEW WITH
**THE MOST
REVEREND
JUSTIN
WELBY**

Former corporate
treasurer, **ACT**
member and Head
of the Church
of England

Self-proclaimed
troublemaker,
author and
commentator

KEYNOTE
SPEAKER
**CHRIS
SKINNER**

SENIORITY OF CORPORATES BOOKED

35% Strategic/board level



32% Managerial level



32% Operational/tactical



21 HOURS OF LIVE AND ON DEMAND CONTENT



including **16 live streams** and **8 webcasts**
with interactive Q&A and live polls

39,018 APP PAGE IMPRESSIONS



SOCIAL MEDIA

(from LinkedIn, Facebook and Twitter)



94 posts



280 clicks



386 likes



161 shares/retweets



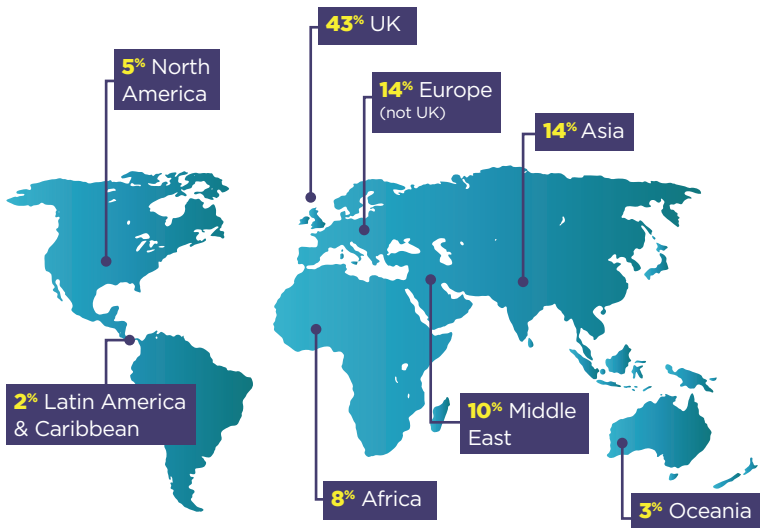
195 conversions



2,596

Total bookings
from **97** countries

BOOKINGS BY GEOGRAPHY*



*2% Unknown

KEY COMPANIES INCLUDE:

- Acco Brands
- Agility Logistics
- Aldar Properties
- Boeing
- FEXCO Unlimited Company
- General Electric
- Gulf Pharmaceutical Industries
- ITV
- JCB Excavators
- Microsoft
- PageGroup
- Save the Children
- Sirius Minerals
- Smith & Nephew
- Willis Towers Watson



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Association of Corporate Treasurers - Suisse Romande



CFTE Centre for Finance Technology and Entrepreneurship



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EACT THE EUROPEAN ASSOCIATION OF CORPORATE TREASURERS



WHAT WAS THE BEST THING ABOUT FESTIVAL OF TREASURY TRANSFORMATION?



- “ It was like the Wimbledon of Treasury, hot topics and capable panellists helped me to immerse into major topics that are shaping our corporates and society overall. **Igor Drobnjak, Treasury and Working Capital Management Consulting, Accenture** ”
- “ The best thing has been the panel who have been explaining these complex treasury issues, they are experts; the selection of these people was the best thing for me, I am not missing any discussion, we are together in the same wavelength. **Joel Kunda, Finance Officer, USAID Liberia** ”
- “ I enjoyed the ease of access and the ability to ask questions real-time. In addition, the timely blog and notes on each day of the event is useful for keeping track on each discussion. The speakers are highly qualified and I have gained a lot of ideas and information from the event. Thank you ACT! **Ashley Tan, Global MBA Student, Manchester Business School** ”
- “ The opportunity to network with peers in a environment that is open and engaging. To keep up to date with a spectrum of topics. **Tim Shek, Vice President, Commerzbank** ”