



On completion of this course
you will be entitled to use the
designation MFC on your
business card and resume!

Master Financial Controller

22 – 26 February 2009 • Grand Millennium Hotel, Dubai, UAE

By attending this cutting-edge programme
you will be able to:

- **Develop** strategic decision models to improve your financial management
- **Identify** and forecast key value drivers and link them to lucrative financial strategies
- **Leverage** your organisation's financial position for maximum corporate gain
- **Implement** successful strategies to undertake the financial controllership process within your organisation
- **Drive** profitable financial decision-making within your firm
- **Receive** certification from the American Academy of Financial Management (AAFM) recognised in more than 70 countries and by 435 universities globally

Who Should Attend?

This advanced programme is designed for people who have an understanding of accounting processes. It provides new insights into accounting and financial decision making processes. It is particularly appropriate for:

- Finance Managers / Directors
- Financial Analysts
- Financial Controllers
- Financial Accounts Managers
- Heads of Finance Departments
- Credit Controllers
- Corporate Financiers
- Credit Risk Managers
- Financial Advisors

Plus anyone who works within the finance field and who is interested in updating themselves on current developments in financial decision making, strategic planning and professional standards.

*"A very useful, very informative,
highly effective course"*

Ishtiaq A Malik
Al Hamrani-Fuchs Petroleum Saudi Arabia Ltd
KSA

Organised By:



Official Regional
Recruitment Partner



In Association With:



www.iirme.com/mfc

Meet Your Expert Course Leader

Dear Finance Professional,

When times are difficult and businesses are under pressure to maintain growth, the eyes of the board and other stakeholders invariably turn to the Financial Controller for answers to the hard questions. It is the senior financial professional's responsibility to play both a strategic as well as technical role in the management of every business, but every slide of the markets, every exchange rate shock and every additional constriction of the credit markets makes this job even harder. Your skills must be cutting edge, your awareness of international best practice must be right up to date and your decision making must be unwavering.

IIR's **Master Financial Controller** programme has evolved over the last few years to become a recognised gold standard qualification for regional finance professionals. You can expect an intensive week of education, discussion and interaction with your expert course facilitator and a group of your peers. You will explore the main issues that all senior finance professionals must confront, ranging from financial reporting and IFRS to strategy and business valuation. You will leave this course with a full tool kit of skills that you can take back to your organisation and implement immediately.

Geoff Barring has a wide range of international corporate finance experience. He is a well regarded course facilitator who has over 30,000 man hours of training facilitation experience in Dubai. Geoff brings a masterful level of expertise to your learning experience and will ensure that you get the maximum return on time invested during the week.

To find out more about how to book a place on this course please turn to the information page on the back of this brochure.

Geoff and I look forward to welcoming you to Dubai in February 2009!

Yours Sincerely,



Jeremy Butcher
Conference Director
Head of Finance



Geoffrey Barring is Chief Executive Officer of the International Institute of Technology (IIT). He has a background in management consulting, initially at the London based Urwick, Orr and Partners and subsequently as the Director of Human Resources consulting in the international accounting firm, Arthur Young. He undertook major assignments with many of Australia's largest companies including Shell Australia Limited, Esso (Australia) Limited, the ANZ Banking Group, Westpac Banking Corporation, Brown Coal Liquefaction (Vic) limited, Callide Coalfields and Australian Post. In 1990, he became the Foundation Director of the Centre for Accounting Research at Monash University, a position that he held for five years and during which time he travelled throughout the Asia Pacific region presenting accounting and financial management programmes.

Geoffrey joined Victoria University in 1992 and was responsible for its overseas programmes in Hong Kong. He developed a number of postgraduate programmes in Hong Kong, including pioneering different modes of programme delivery, many of which are now accepted practice throughout the former colony. Geoffrey has a Bachelors degree from the University of Melbourne and a Masters degree from Monash University. He is a qualified workplace trainer and assessor. He was appointed a Visiting Professor at the China University of Mining and Technology at Xuzhou and has presented programmes at numerous universities throughout China. He sits on the academic advisory boards of a number of Australian Colleges and is a member of the Educational Committee of the Institute of Certified Management Accountants (ICMA). In addition he is responsible for the quality control of all ICMA courses run in Asia.

"It is very valuable and refreshing"

Luqman Nazzal
Nakheel PJSC
UAE

Forthcoming Related Events

BC2514 **Certified Corporate Banker**
23 - 27 November 2008
www.riskarabia.com

A0945 **The GCC Compliance Forum**
14 - 18 December 2008
www.iirme.com/compliance

BC2809 **Certified Basel II Compliance Professional**
14 - 18 December 2008
www.iirme.com/basel

For more information on any of the above events please contact us on Tel: 971-4-3352483 or email: info@iirme.com

Course Timings: Registration will be at 08:00 on Day One. All five days will commence at 08:30 and conclude at 14:30 with lunch. There will be two refreshment breaks at appropriate times.

Programme Objectives

Through the analysis of practical case studies, (as individuals and using interactive group discussions), the objective of the programme is to impart Geoffrey Barring's extensive experience in this complex area. You will be updated on developments in the field of financial management and become well versed in the analysis of financial documentation and professional standards.

Programme Certification

All delegates will receive a Master Financial Controller certificate awarded by the AAFM. For those wishing to obtain certification, all five days must be completed with active participation in group and individual exercises during the course.

Programme Outline

Each daily session will include case studies and analytical issues that will assist with the understanding of the programme and its objectives

Day One – Sunday, 22 February 2009

Nature And Objectives Of External Financial Reporting

- The objective of financial reporting
- The regulatory environment
- Strategic role of financial information

Where Has The Profession Gone Astray?

- A look at the Enron disaster
- Its short term ramifications and reactions
- Its long term implications

Reporting Mechanisms And The Operation Of The Financial Markets

- Types of reports
- The relationship between the major financial statements
- The annual report - a more detailed analysis
- Manipulation of accounting reports – creative accounting
- Overview of the financial markets

Day Two – Monday, 23 February 2009

New Developments In Financial Reporting

- Triple bottom line reporting
- Why is it used and what is the use to stakeholders?

The Changing International Scene In Financial Reporting

- International accounting standards
- What is the impact geographically throughout the world?

Recent Changes To The International Standards

- This session provides an update on the introduction of new standards
- What are the recent changes to the standards?
- What impact are they going to have on the profession?

Day Three – Tuesday, 24 February 2009

Cash Flow Statement, Cash Management And Working Capital

- Structure and purpose of the cash flow statement
- Liquidity and solvency issues
- Effective cash management
- Optimising the investment in working capital
- New emphases on cash, e.g. free cash flow

Financial Statement Analysis

This session looks at the methods that are used for measuring financial performance of companies. It looks at the traditional measures of analysis and then extends the analysis to include issues such as measuring cash flow.

- Risk analysis
- Common size financial statements
- Horizontal analysis
- Trend analysis
- Ratio analysis

Day Four – Wednesday, 25 February 2009

Alternative Ways Of Assessing Company Performance And Viability

- Different methods of predicting corporate failure, including the Altman Z Score and Argenti models
- Use of free cash flow as a measure of corporate efficiency
- Looking at the sustainability of organisations to maintain their growth

Business Valuation

- A look at valuation approach and methodology
- Why value a company?
- What are the methods used?

Day Five – Thursday, 26 February 2009

Measuring And Managing Intellectual Capital And Intangible Assets

- Sunrise in the new economy – a look at value shift
- Identifying intangible assets/ intellectual capital
- The valuation proposition – why valuation is important
- Capital market effects of valuation
- Approaches to valuation
- Evidence in practice – companies that are measuring and reporting intellectual capital – how, why and the benefits conferred

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IIR Middle East certified by



FIVE EASY WAYS TO REGISTER

☎ 971-4-3352437 📠 971-4-3352438 🖨 register@iirme.com

✉ IIR Holdings Ltd. PO Box 21743, Dubai, UAE GCS/IIR Holdings Ltd. P O Box 13977, Muharraq, Kingdom of Bahrain

🌐 www.iirme.com/mfc

For further information and **Group Discounts***
contact 971-4-3352483 or email: r.devnani@iirme.com

*Group discounts are only applicable on the full event price

WEB BC2894

Yes, I want to register for:

Event	Dates	Price before 30 November 2008	Price between 30 November and 21 December 2008	Price after 21 December 2008
<input type="checkbox"/> Master Financial Controller	22 – 26 February 2009	US\$ 4,250 (Save US\$ 500)	US\$ 4,550 (Save US\$ 200)	US\$ 4,750

If you have eight or more delegates who need this training, contact IIR In-House on 971-4-3352439 or inhouse@iirme.com

Course fees include documentation, luncheon and refreshments. Delegates who attend all sessions will receive a Certificate of Attendance.

PERSONAL DETAILS:

	Title	First Name	Surname	Job Title	Department	Email	Mobile
1 st Delegate							
2 nd Delegate							
3 rd Delegate							
4 th Delegate							

To assist us with future correspondence, please supply the following details:

Head of Department							
Training Manager							
Booking Contact							

Company:

Address (if different from label above):

Postcode: Country:

Tel: Fax:

No. of employees on your site:

0-49 50-249 250-499 500-999 1000+

Nature of your company's business:

Yes! I would like to receive information about future events & services via email.

My email address is:

Payments

A confirmation letter and invoice will be sent upon receipt of your registration. **Please note that full payment must be made upon receipt of the invoice and prior to the event.** Only those delegates whose fees have been paid in full will be admitted to the event. You can pay by company cheques or bankers draft in Dirhams or US\$. Please note that all US\$ cheques and drafts should be drawn on a New York bank and an extra amount of US\$ 6 per payment should be added to cover bank clearing charges. All payments should be made in favour of IIR Holdings Ltd.

Card Payment

Please charge my credit card: Visa Mastercard American Express

Name on Card:

Card Number: Exp. Date:

Signature:

Cancellation

If you are unable to attend, a substitute delegate will be welcome in your place. If this is not suitable, a US\$ 200 service charge will be payable. Registrations cancelled less than seven days before the event must be paid in full.

Avoid Visa Delays – Book Now

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

Due to unforeseen circumstances, the programme may change and IIR reserves the right to alter the venue and/or speakers.

Event Venue

Grand Millennium Hotel, Dubai, UAE

Tel: 971-4-4299999

Accommodation Details

We highly recommend you secure your room reservation at the earliest to avoid last minute inconvenience. You can contact the IIR Hospitality Desk for assistance on:

Tel: 971-4-4072693

Fax: 971-4-4072517

Email: hospitality@iirme.com