

Book Before
2nd September 2008
and Save US\$ 500



Delegates will receive certification from the **American Academy of Financial Management** recognised in more than 70 countries and by 435 universities globally.

Master Financial Controller

16 - 20 November 2008 - Villa Rotana Suites, Dubai, UAE



*“A very useful course,
very informative and
highly effective”*

ISHTIAQ A MALLIK
Deputy General, Manager Finance
ALHAMRANI-FUCHS PETROLEUM SAUDI
ARABIA LTD., Saudi Arabia

**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

Organised By



Official Regional Recruitment Partner



Register Today

Tel: 971-4-3352437
Fax: 971-4-3352438

Email: register@iirme.com
Web: www.iirme.com/mfc

Master Financial Controller



Programme Director

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.

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.

Course 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.

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
- Head of Finance Department
- Credit Controllers
- Corporate Financiers
- Credit Risk Managers
- Financial Advisors

Including 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.

Programme 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.

Forthcoming Related Events

BC2685
Certified Portfolio Manager™
26 – 30 October 2008
www.iirme.com/cpm

BC2513
Certified Compliance Officer™
2 – 6 November 2008
www.iirme.com/riskarabia12b

BC2777
Corporate Valuation
16 – 20 November 2008
www.iirme.com/valuation

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

Register Today

Tel: 971-4-3352437
Fax: 971-4-3352438

Email: register@iirme.com
Web: www.iirme.com/mfc

Day One

Sunday, 16 November 2008

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

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

Day Two

Monday, 17 November 2008

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, 18 November 2008

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, 19 November 2008

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 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, 20 November 2008

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

Master Financial Controller

IIR Middle East certified by



ISO 9001:2000

Please complete and return to:
IIR Holdings, PO Box 21743
 Dubai, United Arab Emirates

Please do not remove this label

16 – 20 November, 2008
Villa Rotana Suites, Dubai, UAE

5 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: info@iirme.ae

WEB BC2776

Yes, I want to register for:

Please Photocopy This Form To Register More Delegates

Event	Dates	Price before 2 September 2008	Price between 2 and 23 September 2008	Price after 23 September 2008
<input type="checkbox"/> Master Financial Controller	16 – 20 November 2008	US\$ 4,250 (Save US\$ 500)	US\$ 4,550 (Save US\$ 200)	US\$ 4,750

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

DELEGATE DETAILS:

Title: Name:
 Surname:
 Job Title: Department:
 Address (if different from label above)
 Postcode:..... Country:
 Tel: Fax:
 Mobile: Email:
 Yes! I would like to receive information about future events & services via email.
 No. of employees on your site:
 0-49 50-249 250-499 500-999 1000+
 Nature of your company's business:

Hotel & Accommodation Details

Villa Rotana Suites, Dubai, UAE

Tel: 971-4-3216111

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

Tel: 971-4-4072693 Fax: 971-4-4072517 Email: hospitality@iirme.com

Payments

Please tick (✓) if you would like to pay by: **American Express**
 Visa **Mastercard** **Cash** **Cheque** **Bank Transfer**

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the start date of the course. 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.

Credit Card Payment

Visa **Mastercard**
 American Express Card Exp (MM/YYYY)

Card Number:

Cardholder Name

Signature

Cancellation

If you are unable to attend, a substitute delegate will be very 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.

SM

PG F150

FINANCE

© COPYRIGHT I.I.R. HOLDINGS B.V.

www.iirme.com/mfc