CFO Rising Europe Summit

September 14 & 15 2016 | London

The Modern CFO: Excelling as a Strategy Leader
CFO Rising Europe Summit

The main themes for this year’s discussion are:

- The Evolving Role of the CFO
- How the CFO can Best Utilise the Latest Technologies
- Adapting Financial Reporting to the Evolving Role of CFO
- CFO’s Contribution to Company Strategy

By covering the evolving role of the CFO we create a platform for senior level executives to obtain real action points and useful connections to better support their business goals.

Online videos of all sessions, with integrated slides and audio will be made available to all attendees after the event.
Speakers

Confirmed Speakers

Christopher Kinsella, Director, Finance, Victim Support
Leila de Pape, Global Financial Controller, Compass Group
Oscar Wallsten, CFO, Ericsson
Ernil Stoica, CFO, International Division, Modern Times Group
Jan Gooze-Zijl, CFO & COO, UKTV
Ana Burke, CFO, Edelman
Jean-Christophe Debarge, Regional CFO, LORD Corporation
Simone Nardi, MD, Program Sales, Finance & Operations, Scripps Network Interactive
Matt Hann, Head of Commercial Finance, Channel 4
Ross Farrow, CFO, Splash Damage
Andy Leitch, CFO, AIM Altitude
Jim Conybeare-Cross, CFO, City & Guilds
Wayne Arthur, Finance Director - Premier Inn, Whitbread
Amrit Judge, Professor, Finance, The University of Nottingham
Jens Madrian, CFO & CCO, Reactive Technologies
Panelists, Industry Experts, Innovation Enterprise
Declan Guerlin, CFO, Marine Division of Rolls-Royce
Ravi Mahendra, CFO - UK & Ireland, AIG
Talita Ferreira, CFO, BMW
Neil Morling, CFO, Olswang
The CFO Summit is a fantastic balance of industry insight, exploration of the role of finance leaders, and great networking opportunities. Superb event!
Oscar Wallsten, CFO at Ericsson, will be focusing on how to adapt your financial planning. He is currently responsible for the finance function at Ericsson’s Global Customer Unit for Vodafone, based in London, UK. He has recently been heading up the FP&A team in North America for Ericsson and has also been the CFO for the Public listed company Nikola Tesla d.d. in Zagreb, Croatia. Ericsson is a world leader in the rapidly changing environment of communications technology – providing equipment, software and services to enable transformation through mobility.

Jens Madrian, CFO & CCO at Reactive Technologies, will be focussing on the importance of effective leadership as a CFO, and how to better support stakeholders to ensure efficient company processes.
In this panel session you will hear from industry leading experts on the impact a turbulent economic climate can have on a company, and the impact it can have on the role of a Financial Leader. We will particularly be focusing on the impact Brexit will have on CFOs and companies in Europe, and how to move forward in the world of uncertainty.

Declan will be giving a case study on the Marine Division of Rolls-Royce, and how their main focus currently is the transformation and restructuring of the business during economic pressures, whilst also ensuring a positive team culture.

UKTV has achieved five years of outstanding growth in share of commercial impacts (SOCI), ratings, revenue and profit to make it the biggest multichannel broadcaster in Britain. UKTV’s CFO & COO, Jan Gooze-Zijl, unveils what has fuelled the company’s strong growth trajectory and the role that finance has played in setting the company’s business strategy.
Christopher Kinsella  
**Director, Finance**  
**VICTIM SUPPORT**

**Financial Strategy – Non Profit Sector – Charities**

The Non Profit Sector is wide (includes health, education, charities, etc) but I shall focus on the strategic financial challenges faced by large charities, and the necessary responses. I will use Victim Support as a case study to bring this to life.

Matt Hann  
**Head of Commercial Finance**  
**CHANNEL 4**

**Panel Session: Role of CFOs in SMEs**

Matt Hann is a highly commercial Head of Finance at Channel 4 with an additional roles as Non-Executive Board Director for The Box Plus Network and Global Series Network (Walter Presents). As part of the Financial and Commercial Leadership Teams at C4, Matt has gained extensive experience of inputting into strategic plans, assessing and formulating investment opportunities and growth plans, presenting to executives and board directors and experience of negotiating and influencing key stakeholders internally and externally on commercial and financial issues.

Leila de Pape  
**Global Financial Controller**  
**COMPASS GROUP**

**Adapting Financial Role in Economic Climate**

Leila is the Global Financial Controller at Compass Group, the world’s leading food and support services company. Leila will be discussing how her role has had to adapt to deal with economic issues.
Traditional media thrived in the 20th century as difficult distribution methods and content production limited competition. In the 21st century so far, companies such as Google and Facebook have been helped by rapid high speed internet penetration and are challenging the traditional media. However, some media companies have managed to embrace the new reality and have successfully diversified their activities by leveraging their strong brands into digital. Their traditional connections with agencies, advertisers and operators in a local market give them an competitive advantage for several years. This window of opportunity can be used to develop local digital products and roll them out globally.

In today’s world the CFO must look beyond the traditional role to one of ever expanding complexity—lead a world class finance operation to ensure compliance with rules and regulations, leverage financial data to achieve growth while adding to the bottom line and at the same time evolve to become a strategic business partner to the CEO and COO—adding value and council outside of the core finance function. Today I want to share my journey over the last 25 years learning, stumbling, learning to become an advisor who leads from the front on strategy, analytics, operations and talent.
Keynote Speakers

Jean-Christophe Debarge
Regional CFO
LORD CORPORATION

Driving Cultural Change as a CFO

Jean-Christophe is CFO at Lord, with international experience in operational and corporate environments within Mining, Heavy Machinery, Chemicals, Automotive and Aerospace industries. In this presentation, he will be showing you how to re-think how you do business to help drive cultural change internally and streamline your organisation.

Simone Nardi
MD, Program Sales, Finance & Operations
SCRIPPS NETWORK INTERACTIVE

Financial Tools in SME's

Simone Nardi serves as Managing Director, Finance and Operations, International, for Scripps Networks Interactive, the number one producer of lifestyle content around the world. The company’s international division distributes seven channels – Food Network, Cooking Channel, Asian Food Channel, Fine Living, HGTV, DIY Network and Travel Channel – across 175 countries and territories in Europe, Middle East, Africa, Asia Pacific and Latin America. Leading the international teams based in New York and Knoxville, Nardi oversees finance, program licensing, and content and brand strategy; additionally he serves as the principal liaison on all international technical operations, facilities and IT support. Nardi sits on the Board of Directors at UKTV, a joint venture with BBC Worldwide, and leads Scripps Networks’ joint venture relationship with Shaw.

Ross Farrow
CFO
SPLASH DAMAGE

The importance of in-depth reporting and evaluation of performance, within an SME to sustain and stimulate scaling in a disciplined way. For this to be achievable we need the right systems, the right process in place to deliver to the board of the company concise, clear and accurate information for them to base the strategic decisions of the business on. Often with an SME in a growth phase (gazelle stage), plans change quickly and new opportunities arise. Therefore forecasting on a project level is crucial to ensure profitability is maximised and the best opportunities are progressed with.
Jim Conybeare-Cross  
CFO  
CITY & GUILDS

City & Guilds Transformation 2008 - 2016

Jim will give an introduction to C&G Group and the - History, making money to make a difference, a business with a purpose. The market threat and the opportunity - Changing world, dynamic markets, core market shrinking/in flux. Transformation - Diversifying into new related business areas and the growth through acquisitions, new ventures, organic, digitalisation. Evolving operating model - One business / business units vs Corporate Centre / shared services. Challenges to CFO role - Delegating responsibility, Group role rather than BU, risk management, governance.

Andy Leitch  
CFO  
AIM ALTITUDE

Changing Role of the CFO Through the PE Ownership Cycle

A 6 year journey from Private ownership to PE owned business developing a corporate brand through to secondary PE buy out to trade sale agreed in late 2015 and completed in 2016. Significant reporting, forecasting, operational enhancements and leadership renewal were required whilst growing the business rapidly and driving towards a group wide commercial approach to the market. Andy will be concentrating on the changing focus of the role of CFO through the various cycles of the business.

Wayne Arthur  
Finance Director - Premier Inn  
WHITBREAD

CFO and Business Involvement

Wayne is the Finance Director for Premier Inn, part of the Whitbread Group PLC. In this presentation, he will be discussing how his role in financial reporting has evolved at Whitbread over the years, and now involves strategic planning with other areas of the business.
The question of whether firms are using derivatives for hedging or speculation is important in light of attempts by financial regulators to curb the use of Over the Counter (OTC) derivatives as a response to the 2008 financial crisis, concerns about systemic risk in the financial sector and more recently the prospect of the introduction of the financial transactions tax. Using data provided by CFOs in their annual reports this presentation will examine the effects of derivative use on the probability of financial distress for a large sample of UK non-financial firms. The presentation will examine whether the use of derivatives by UK CFOs is associated with a reduction in their firms’ credit risk. The presentation will touch on the role played by interest rate and foreign currency derivatives and will examine both short-term and long-term financial risks. The presentation will be of interest to public policy makers and financial regulators as well as corporates.
The Relationship Between a Company and Their Bank

What was once a forgiving, relaxed and sometimes even generous affair has now turned into a cold, fraught and even mistrusting one. While both sides still use the term “relationship” to describe how they work, at the very least the terms have changed while many consider that we have moved on to a whole new way of working.

Why? We can thank or blame dependant on your view:

- The much publicised travails of the banks
- The changing profile of risks we businesses face today
- Globalisation

Claire is a strategic finance leader & business partner with a proven track record of revenue & profitability growth, inventory reduction & increased shareholder return. She has in depth experience of leading EMEA Financial Planning & Analysis within global corporations & complex international environments (matrix structures, agile corporations, fast moving sectors & multi-currency environments). A proven ability to combine technical & leadership competences to support the growth of companies/brands by partnering senior management to implement new strategies & processes. A talent & passion for growth of human capital & for explaining finance to non-finance people & stakeholders at all levels.

At Happen we help clients secure growth through innovation in crowded consumer markets. Our work has created over $4Bn incremental revenue for our clients. Innovations that protect, grow and transform their businesses. We have an exceptional track record in FMCG, Food, Drink, Homecare, Healthcare, Personal care and Retail innovation. We raise our clients’ innovation success rates more consistently and reliably than others because we are the best in the industry at two key things:

- Exposing real consumer frustrations and unmet needs that you can act on.
- Exploiting those insights with pragmatic, commercially viable solutions.

Our clients are world leading organisations like Reckitt Benckiser, Arla, Mondelez,
IBM Global Financing CFO for Europe, Andrea Abba' will share insights from IBM's Institute of Business Value Global C-suite Study which profiles the perspectives of over 600 CFOs from around the world and from all industries, large and small enterprises. Hear from CFOs in their own voices about how they plan to optimize and leverage their expanding roles as financial influencers, decision makers and change makers to drive enterprise wide business success.
<table>
<thead>
<tr>
<th>Day 1</th>
<th>Day 2</th>
<th>Key</th>
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</table>
| 07:30 Light Breakfast & Registration | 07:30 Light Breakfast & Registration | CHECK IN  
An opportunity to check yourself into the event and meet other leaders in your industry ahead of the day |
| 08:20 Keynote | 08:20 Chairperson Introduction | KEYNOTE  
Listen to actionable case studies largely brought to you by Fortune 500 companies |
| 10:00 Coffee Break | 08:30 Keynote | |
| 10:30 Session | 10:00 Coffee Break | |
| 12:30 Lunch | 10:30 Session | |
| 13:30 Session | 12:30 Lunch | |
| 15:00 Coffee Break | 13:30 Session | |
| 15:30 Session | 15:00 Coffee Break | |
| 18:00 Networking Drinks | 15:30 Session | NETWORKING DRINKS  
A more relaxed environment in which to engage with all attendees and gain valuable connections |
| | 17:00 End of Summit | |
“This event brings together a broad range of speakers from different industry sectors and provides a fresh perspective of challenges.”
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WHO ATTENDS OUR EVENTS

Who Attends

The quality of speakers was extraordinarily high. They had solved difficult problems and told their stories well.

Virgin Australia

As per usual, you guys have done an amazing job curating a phenomenal summit with the very brightest, innovative minds in the media space. I can say hands down, you guys do the finest job of anyone in the media conference space.

Google
## Tickets

**Buy a group of at least 3 passes to receive up to 25% off**

Interested in attending? Register online or contact **Sam Cole**

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<tr>
<th></th>
<th>Silver Pass</th>
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<td><strong>Presentation Video Recordings</strong></td>
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<td><strong>Invitation to the CFO, Finance &amp; Operations Channel</strong></td>
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<td><strong>Annual CFO, Finance &amp; Operations On Demand Subscription</strong></td>
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**PURCHASE AN ON DEMAND PASS HERE**

*Recordings and presentations available subject to speakers consent. Innovation Enterprise reserves the right to add and remove video content*
REGISTER FOR THE EVENT

Delegate Information

Full Name
Job Title
Company
Department
Industry

Address
Country
Zip/Post Code
State/Province
Business Phone No.

Payment Options

[ ] Check  [ ] Visa  [ ] Master Card  [ ] American Express  [ ] Invoice Me

Card Number
Expire Date
Security No.

Passes

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<td>Diamond Pass</td>
<td>£1595</td>
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<tr>
<td>1 Day Pass</td>
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Quantity

Places are transferable without any charge within 12 months of the original purchase

Card Holder’s Name
Card Holder’s Address

Card Holder’s Signature

Total £

Prices are exclusive of VAT. Team discounts are applicable at the point of registration only. Any cancellations within a group registration will in turn incur an increase in registration fee for the remaining group participants. Cancellations before August 15th, 2016 incur an administrative charge of 50%. If you cancel your registration after August 15th 2016 you will be charged the full fee. You must notify The Innovation Enterprise in writing of a cancellation, or you will be charged the full fee. The Innovation Enterprise reserve the right to make changes to the program without notice. NB: FULL PAYMENT MUST BE RECEIVED BEFORE THE EVENT.
# 2016 CFO Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
<th>Location</th>
<th>Expected Attendees</th>
<th>Dates</th>
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<tbody>
<tr>
<td>January</td>
<td>Corporate Performance Management Summit</td>
<td>Miami</td>
<td>150+</td>
<td>January 27 &amp; 28</td>
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<tr>
<td>March</td>
<td>CFO Rising East Summit</td>
<td>Boston</td>
<td>220+</td>
<td>March 9 &amp; 10</td>
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<tr>
<td>April</td>
<td>CFO Rising Summit Hong Kong</td>
<td>Hong Kong</td>
<td>100+</td>
<td>April 14 &amp; 15</td>
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<td>April</td>
<td>CFO Rising Summit Singapore</td>
<td>San Diego</td>
<td>110+</td>
<td>June 8 &amp; 9</td>
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<tr>
<td>June</td>
<td>Corporate Performance Management Summit</td>
<td>Singapore</td>
<td>100+</td>
<td>June 29 &amp; 30</td>
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<td>June</td>
<td>CFO Rising Summit Singapore</td>
<td>Singapore</td>
<td>100+</td>
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<tr>
<td>September</td>
<td>Risk Management Summit</td>
<td>Boston</td>
<td>100+</td>
<td>September 8 &amp; 9</td>
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<tr>
<td>September</td>
<td>Treasury Management Summit</td>
<td>Boston</td>
<td>100+</td>
<td>September 8 &amp; 9</td>
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<tr>
<td>September</td>
<td>FP&amp;A Innovation Summit</td>
<td>Boston</td>
<td>220+</td>
<td>September 8 &amp; 9</td>
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<tr>
<td>September</td>
<td>CFO Rising Europe Summit</td>
<td>London</td>
<td>150+</td>
<td>September 14 &amp; 15</td>
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<tr>
<td>October</td>
<td>CFO Rising West Summit</td>
<td>San Francisco</td>
<td>220+</td>
<td>October 20 &amp; 21</td>
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<td>November</td>
<td>Controller Summit</td>
<td>Boston</td>
<td>100+</td>
<td>November 16 &amp; 17</td>
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<tr>
<td>November</td>
<td>Corporate Tax &amp; Audit Summit</td>
<td>New York</td>
<td>100+</td>
<td>November 16 &amp; 17</td>
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## Sponsorship Opportunities

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+44 203 868 0512

## Delegate Invitations

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+44 203-868-0031
Through our key channels - Big Data, Analytics, Strategy, Innovation, Digital, Sports, Finance, & Supply Chain - we connect industry leaders across the business spectrum, from leading Fortune 500 companies to disruptive and exciting new startups, facilitating the sharing of ideas through webinars, articles, white papers, and on-demand video content.

Gain access to our extensive business education library on topics that are important to you. Our summits are recorded and given to you on this unique platform, allowing you to gain actionable ideas, delivered by your peers. Our content is available 24 hours a day, 7 days a week. Learn on the train, at your desk or on your sofa. Business Education On Demand.

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