

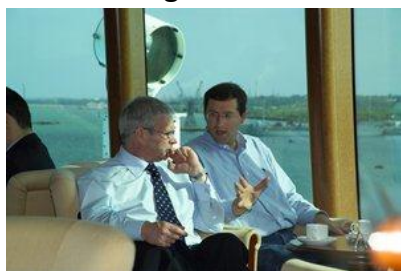
THE FINANCE DIRECTORS' FORUM 2011 EVENT REVIEW

From 12th to 15th October 2011 225 Finance Directors, service providers and industry experts joined together on board the Aurora to debate the burning issues of the day, forge new partnerships and develop personal networks.

This Event Review covers just a few of the forum's highlights but if you would like any further details please get in touch – fdf@richmondevents.com.

Don't take our word for it

Hear it straight from our customers...



"Within the first morning, I met with two companies where there was a mutual interest and appetite to work closer together. This event gets better and better."
Travis Perkins, Director of Group Business Risk & Assurance

"An unique opportunity to add ideas and innovations into your strategic thinking, find out what you don't know and take it back to your business to add value."
Magellan Aerospace, Chief Financial Officer

"An excellent few days allowing 6-12 months of potential meetings to be achieved in a productive atmosphere. With the time out of the office and time to consider other issues, my thought processes are enhanced and broadened"
Banner Managed Communications, Finance Director

Facts and figures

Our research with FDs and CFOs at the event revealed...

- Top spending areas for 2012 -
 - IT
 - Financial services & banking
 - Property & facilities management
 - Outsourcing
 - Strategic consultants
 - Insurance
- Estimated value of business delegates expect to place with suppliers met on board - **£101,220**.
- **70% of delegates who have attended previously have placed orders with suppliers they met.** The average amount of each order was £186,500.
- **Budget predictions –**
 - 53% of FDs say their 2012 budgets will stay the same as in 2011.
 - 23% predict an increase (with the average predicted increase being 9%)
 - 24% predict a decrease (with the average predicted decrease being 7%)



The Finance Directors' Forum research report

Each year we produce a research report focusing on the industry. Key areas include...

- What products & services are FDs buying?
- Budgets – trends and forecasts
- What issues are keeping FDs awake at night?
- What do FDs read, what websites do they view?

To order this free report please email kbrown@richmondevents.com.

Conference highlights

Across 40 different seminars, workshops and discussion groups delegates debated the top issues facing today's finance professionals. Highlights include...

Finance boost sales



Tough economic times mean it's all hands to the pump in every organisation, it is also true that Finance Directors have one of the most diverse portfolios of any board member. Paul Hinder – experienced FD and now with a portfolio of non-exec CFO roles – led a fascinating group discussion on how the finance function can actually drive sales. Given that change is a constant, finance has to be able to flex to meet new challenges faced by ops & sales, helping them to boost profitability and generate new sales opportunities.

Successful change management – understanding of the psychology of change

Siva Shankar, Corporate FD at SEGRO plc, shared his experiences about implementing change. As Siva explained, successful change boils down to having a deep and practical understanding of the psychological stresses, tensions and expectations that people undergo during change. Firstly, this helps leaders develop an authentic and compelling story of why change is needed, what the destination looks like, why this destination is a better place, and the journey map. And secondly, it helps leaders ensure the right people are in the right places to be powerful guides through the journey, and that resources are carefully deployed to help these guides sustain change momentum.



Building a world-class finance function



Under performing Finance functions are all too common. Steve Orme, Head of Finance at National Australia Group is just completing his three year journey to take his 200 strong finance team from poor to great. By having a clear and simple strategy which everyone embraced, by providing strong & regular feedback loops and by focusing on rebalancing priorities across insight, control & efficiency - levels of staff engagement rose by over 400%, delivering something truly world class for the business.

Invaluable face time

CFOs and FDs rarely get the chance to spend quality time with their peers. Delegates at The Finance Directors' Forum enjoyed the rare opportunity to share knowledge and solve problems with their fellow finance professionals, including senior representatives from -

BBC World News • betfair • British American Tobacco • BT Global Services • BT plc • Bureau Veritas • Camelot Group • Coca-Cola Enterprises • Grant Thornton • HM Prison Service • IBM UK • Mercer • Nationwide Building Society • NHS London • Nokia Group • Royal Bank of Scotland Group • Royal Mail Group • Sage • Searcy • Selfridges • Serco Group • The National Trust • Travis Perkins • Unipart Automotive • V • Volkswagen Financial Services (UK)

2012 events

- The Finance Directors' Forum at Savoy Place, 14th June 2012
- The Finance Directors' Forum on board the Aurora, 10th -13th October 2012

Get in touch

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