

# Strategic Cost Reduction & Risk Management for the Finance Function Conference

14-15 May 2009, Holiday Inn Atrium, Singapore

HOW TO Relentlessly Drive Down Costs & Yet NOT Lose Sight Of Long-Term Strategic Goals!

Save **\$300**  
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BUDGET	
Sales	1,000,000.00
Cost of Goods Sold	300,000.00
<b>Gross Profit</b>	<b>700,000.00</b>
<b>Expenses:</b>	
Sales Expenses	150,000.00
Marketing Expenses	100,000.00
G&A Expenses	50,000.00
<b>Total Expenses</b>	<b>300,000.00</b>
<b>Operating Income</b>	<b>400,000.00</b>
Other Expenses	15,000.00
<b>Net Income Before Tax</b>	<b>385,000.00</b>
Taxes	21,250.00
<b>Net Income</b>	<b>363,750.00</b>

Learn from Financial Experts on **PROVEN STRATEGIES** to Successfully Compete in this Volatile Business Environment:



**MasterCard**

*Peter Gordon, Vice President, Corporate Payment Solutions, Asia Pacific, MasterCard Worldwide*



**Accenture**

*Matthew J. Podrebarac, MD, Finance & Performance Management Asia Pacific, Accenture*



**Deloitte**

*Andy C. Hui, CFO Services Practice Lead, Deloitte Consulting South East Asia*



**KPMG**

*Jeremy Ong, Associate Director, KPMG Singapore*



**The Regent**

*James Lee, Director of Finance, The Regent Singapore*



**SSAMM Management Consulting**

*Dr. Ulysses Chioatto, Founder & Director, SSAMM Management Consulting*

**Imminent Cost Reduction Issues to be Addressed:**

- How to plan **Enterprise Cost Reduction** Programmes from a strategic context
- How to design the right **Shared Services** operating model to achieve cost savings
- How to tap on **Business Process Management** to manage changes associated with redesigning business processes
- How to deal with large **Travel & Entertainment Budgets** in difficult times
- How to motivate your **Workforce** to engage in continuous cost reduction & **Business Performance Improvement Initiatives**

**PLUS Full Day Session on Effective Enterprise Risk Management**

- How to embed a **Risk Culture** into your business
- How to create **Business Buy-In** to the **Risk Management Philosophy**
- How to set **Risk Tolerance Level, Measures & Indicators**
- How to invest & review **Risk Assessment Techniques & Options**
- **Emerging Trends** in Risk Management

Separately Bookable

**Who Should Attend**

CFOs, Chief Risk Officers, Finance Directors, Financial Controllers, Treasurers, Accountants, Financial Advisors, as well as Directors and Senior Managers responsible for Finance, Accounting, Shared Services, Risk Management, Credit Management, Balance Scorecard, Business Process Management, etc.

Organiser



Media Partners



# Minimise Costs AND Maximise Business Impact in Today's Tough Economy

The world is in a crisis. Companies are downsized. Production has stopped. Budgets are reduced. Workers are retrenched. The situation is real. Companies are facing mounting pressure to continually lower costs and maintain a lean business operation to ensure survival. There is a compelling need to leverage on current resources to drive sustainable cost advantages and manage risk effectively. Many are turning to the finance function to restructure business lines and focus on core-strength activities.

However, finance professionals need to ensure that financial results are not compromised amidst cost reduction measures. They are expected to create values to drive profits and sustainability, through innovation and development, especially during difficult times like this.

**Are you prepared to lead your organisation to brave the challenges ahead?  
Do you know how to leverage on every opportunity to tap on current assets and bring value to shareholders?**

This timely 2-day dynamic and informative conference is specially designed to equip you with essential strategies and critical tools for carrying out effective cost reduction and risk management. Learn how you can tap on **Business Process Management (BPM)** and **Shared Services** to achieve cost savings. Gain insights on the limitations of existing tools to ensure **accuracy and consistency** in **Risk Assessment**. Understand how to manage large **Travel & Entertainment Budgets** more effectively, and find out how you can **motivate your employees to engage in performance improvement exercises**. This is your window to find out how to **drive high performance and enhance shareholder value amidst a challenging economic climate!**

**Do not miss this opportunity to learn how to STRENGTHEN FINANCIAL STABILITY and PROTECT SHAREHOLDERS' INTERESTS!  
Sign up now, and transform your organisation into a lean and high performance business!**

## Day One

Thursday, 14 May 2009

8.15 Morning Coffee & Networking

9.00 Chairman's Welcome & Ice Breaking Remarks



Alan Wong, Regional Finance Director, NOL



### CFOs & COST REDUCTION

9.30 Approaching Cost Reduction Strategically



- Target versus reality in enterprise cost reduction
- Planning enterprise cost reduction from a strategic context
- Strategic cost management using Selling, General & Administration (SG&A) costs as an example
- Case study on strategic cost management
- Key success factors for effective and sustainable cost reduction programmes
- Implications to the CFOs

Deloitte.

Andy C. Hui, CFO Services Practice Lead, Deloitte Consulting South East Asia

10.30 Morning Refreshments & Networking Break

### BUSINESS PROCESS MANAGEMENT

11.00 Tapping on BPM for Greater Efficiency & Cost Reduction



- Identifying potential areas for business process re-engineering
- Crucial points to note in process overhaul: which ones, why, when & how?
- Ensuring alignment of re-designed business processes with key business priorities
- Managing changes associated with redesigning business processes

KPMG

Jeremy Ong, Associate Director, KPMG Singapore

12.00 Lunch & Networking Break

### SHARED SERVICES

1.30 Achieving Cost Savings through Process Efficiencies by Leveraging on Shared Services



- Achieving high performance finance through shared services
- Insourcing vs. Outsourcing
- A look at the value proposition of shared services in Asia
- Designing the right shared services operating model
- Leveraging on technology tools in shared services

accenture  
High performance. Delivered.

Matthew J. Podrebarac, MD, Finance & Performance Management Asia Pacific, Accenture

### TRAVEL & ENTERTAINMENT (T&E) BUDGETS

2.30 How to Best Manage Large T&E Budgets in Difficult Times: MasterCard's Success Story



Case Study

- Global best practices of travel & expense management
- Benchmark efficiency savings
- How to totally eliminate manual travel expense claims processes, i.e. 100% automation of the expense management process
- Online auditing of travel & non-strategic procurement purchases
- Online spend analysis reporting

Peter Gordon, Vice President, Corporate Payment Solutions, Asia Pacific, MasterCard Worldwide



3.30 Afternoon Refreshments & Networking Break

### HR MANAGEMENT IN FINANCE

4.00 Motivating the Workforce to Engage in Continuous Cost Reduction & Business Performance Improvement Initiatives: Best Practices from The Regent, A Four Seasons Hotel



Case Study

- How Regent motivated, stimulated & innovated its successful hotel team
- What Regent did to engage & motivate its employees to involve themselves in performance improvement exercises
- Developing an innovative service culture in the hotel
- Internal measures of employee satisfaction & engagement
- How Regent managed its resources effectively along with the business dynamic

James Lee, Director of Finance, The Regent Singapore



5.00 Chairman's Insights & Analysis Of The Day's Proceedings

5.10 End of Conference

To Register: ☎ (65) 6372 2202 📠 (65) 6227 1601 ✉ rena@conferences.com.sg

Separately Bookable

## Risk Management in Today's Economic Downturn (Full Day Session)

For an organisation to balance the achievement of corporate objectives and the protection of stakeholder's interests, it must manage its risks effectively and efficiently. This is even more critical in today's economic downturn where risks, if not carefully managed, can lead to the downfall of an organisation. However, many accounting professionals face difficulties in conforming to the unrealistic and unachievable standards driven by auditors and regulators, and this often leads to expensive measures. To aggravate matters, the complexity of reporting requirements calls for accurate and timely information and this has resulted in the need for new software solutions. In this session, Ulysses will provide you with a clear understanding of enterprise risk management and how it can assist your organisation at a **sensible cost**. Learn how to **identify, assess and measure risks**. Acquire **tips to structure your resources and gain management buy-in and support**. Most importantly, be equipped on how to **streamline your operating model to achieve realistic results that can meet your business needs**.

### Session 1: Refresher to Level the Playing Field: Creating a Common Language & Embedding a Risk Culture

- Understanding the risk management process
- Recognising the standards and guidelines
- Risk identification and context
- Common language associated with risk management
- Embedding a risk culture into your business

### Session 2: Understanding Risk Management Operating Structures: Creating Business Buy-in to the Risk Management Philosophy

- Core elements of risk management
- Models centralised vs. decentralised
- The pros and cons of emerging trends
- Negotiation and the influencing factors
- Understanding the business drivers behind business buy-in
- Benefits clarification (a win-win situation)

### Session 3: Setting Risk Tolerance Level, Measures & Indicators: Investigating Risk Assessment Techniques & Options

- What are the acceptable business levels
- Impact analysis, board direction and self assessment
- Expert workshops and meetings
- Audit and review techniques

### Session 4: Understanding Risk Reporting Requirements

- The different requirements of board and senior management, committees and external parties

### Session 5: Emerging Trends in Risk Management

- Limitations of existing tools
- Accuracy and consistency in risk management
- Requirements and readiness assessment

*Case Studies discussed during the sessions will reflect hot topics at the time of the event.*



### Led by: Dr. Ulysses Chioatto, Founder & Director, SSAMM Management Consulting

**SSAMM**  
management consulting

Ulysses is an accomplished consultant with over 25 years experience in Enterprise Risk Management. He leads the risk management practice that includes related areas such as Corporate Governance Anti Money Laundering and Fraud. Prior to SSAMM, Ulysses was Asia Pacific Director Enterprise Risk Services with Deloitte Touche Tohmatsu. He has served global clients such as Microsoft and Adobe.

Ulysses has conducted a variety of complex consulting assignments across Asia, Europe and Australia. He has assisted organisations to review and improve the way they handle risk management issues from both operational and strategic perspectives. He has also developed and implemented a large number of risk management strategies along with their associated policies, procedures and technologies that enable organisations to achieve a set of common governance and compliance objectives. A leading expert in the selection and implementation of a wide variety of risk management software tools, Ulysses has evaluated over 20 of the currently available tools and vendors.

## BENEFITS OF ATTENDING

- **Hear** from **Deloitte** on the key success factors for effective and sustainable cost reduction programmes
- **Discover tips** from **KPMG** on the potential areas for business process re-engineering
- **Uncover** the crucial points to note in a process overhaul & align business processes with key business priorities
- **Understand** emerging risk management models and structures
- **Learn** how to streamline your operating model to achieve realistic results that meet business needs
- **Glean insights** into the value proposition of shared services in Asia
- **Find out** from **Accenture** on how to leverage on technology tools in shared services
- **Identify** the global best practices of travel & expense management
- **Explore** how **MasterCard** eliminated manual travel expense claims and cut down on costs
- **Acquire** the best techniques to report online spend analysis
- **Examine** how **Regent** managed its resources effectively along with the business dynamic

## Be a Sponsor Now!

Secure and grow your organisation's market leadership positioning by becoming one of our prestigious corporate sponsors. Our **Strategic Cost Reduction & Risk Management for the Finance Function** conference presents your organisation the unique opportunity to showcase your company's capabilities, innovations, technology solutions platforms, products and services. Capture the interests and influence the decisions of key industry players through various sponsorship options:

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To learn more about Sponsorship & Exhibition opportunities, please contact (Ms) Ivy Huang at (65) 6372 2297 or [ivy@conferences.com.sg](mailto:ivy@conferences.com.sg)



14-15 May 2009, Holiday Inn Atrium, Singapore

## 5 Ways to Register or Enquire

Contact Ms Rena Lin via:

- 1 Tel : (65) 6372 2202
- 2 Fax : (65) 6227 1601
- 3 Email : rena@conferences.com.sg
- 4 Web : www.conferences.com.sg
- 5 Post : Pacific Conferences Pte Ltd, 5 Shenton Way, #26-08 UIC Bldg, Singapore 068808

**Please register the following delegate(s) for the event**

(Please photocopy for more delegates)  
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Code: S1334 A

- 2-Day Conference: 14-15 May 2009     Day Two Session on Risk Management Only: 15 May 2009
- I would like to claim a 10% discount as a member of (Membership number): \_\_\_\_\_
- I am unable to attend but please put me in your mailing list
- I am interested in sponsorship opportunities

Dr/Mr/Mrs/Ms		
Delegate Name 1	Position	Email
Dr/Mr/Mrs/Ms		
Delegate Name 2	Position	Email
Dr/Mr/Mrs/Ms		
Delegate Name 3	Position	Email
Dr/Mr/Mrs/Ms		
Approving Manager	Position	Email
Dr/Mr/Mrs/Ms		
Registration Contact	Position	Email
DID Tel	Dept. Fax	Nature of Business
Full Company Name (For Billing)		
Billing Address		

Conference Fee	Early Bird (Payment Before 8 Apr 09)	Regular (Payment After 8 Apr 09)
2-Day Conference	\$S1,495	\$S1,795
Day Two Session on Risk Management	\$S1,195	

### Important Note

1. Singapore registered companies need to pay fee with additional 7% GST.
2. Only corporate registrations will be accepted.
3. **Group Discount:** Groups of 3 or more booking at the same time from the same company and of the same billing source will receive a 10% discount off the total delegate fees.
4. **Early Bird Promotion:** Fees will only be valid if payment is received by 8 Apr 2009 after which Regular fees will apply.
5. **Full payment is mandatory upon registration for admission to the event.**
6. Walk-in delegates will only be admitted on the basis of space availability at the event and with immediate full payment.
7. Fee includes lunch, refreshments and documentation.
8. The organiser reserves the right to make any amendments that it deems to be in the interests of the event without any notice.

### Cancellations & Replacements

A replacement is welcome if you are unable to attend. A full refund less 10% administrative charge will be made for cancellation received in writing by **16 Apr 2009**. A 50% refund and a set of conference documentation will be given for cancellation received by **30 Apr 2009**. Regrettably, no refund can be made for cancellation received after **30 Apr 2009** or for "no show" participant. You will however receive a set of documentation.

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#### March 2009

- Strategic Public Relations, *S'pore*
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- Customer Relationship Management, *S'pore & Hong Kong*
- HR Metrics & ROI, *S'pore & Hong Kong*

#### April 2009

- Digital Marketing 2.0, *S'pore*
- Corporate Image & Branding, *S'pore*
- Measuring Marketing Effectiveness, *Hong Kong & S'pore*
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### Payment Methods

All payments to be made payable to **Pacific Conferences Pte Ltd** in **S\$** and are nett of bank charges. **Bank charges are to be borne by registrants.**

Please tick and fill in the following:

- Cheque / Bank Draft No.**  
Please mail payment in S\$ with registration form to **5 Shenton Way, #26-08, UIC Bldg, Singapore 068808**
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### Conference Venue & Hotel Reservation

**Holiday Inn Atrium, Singapore**  
317 Outram Road Singapore 169075  
Tel: (65) 6733 0188 Fax: (65) 6734 3968  
Guest room reservations: [res@hiatrium.com](mailto:res@hiatrium.com)  
Attn: Mr Oliver Tey

Reservation shall be made by delegates directly with the hotel. Hotel bills are to be settled by delegates directly with the hotel. Hotel reservations and travel arrangements are the responsibility of the registrant.