

FINANCE FOR THE NON-FINANCIAL MANAGER

10-11 September 2009 (London) • 20-21 October 2009 (Manchester)
25-26 November 2009 (Birmingham) • 8-9 December 2009 (London)

*'A great refresher –
will give me more confidence'*

Ian Martin, Commercial Director,
Demolition Group – Hughes & Salvidge

*'Great speaker, turning a dull subject
into a very interesting one'*

Alan Marks, Group Managing Director,
Templar Financial Planning Ltd

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16 July 2009

SEMINAR



INVESTOR IN PEOPLE

Demystify finance once and for all with our extremely popular and comprehensive two-day seminar! It will enable you to:

- Feel at ease with financial concepts and language
- Break through the jargon and make sense of the numbers
- Make financial information really work for you
- Radically improve your planning and budgeting techniques
- Ask the questions you wouldn't dare ask your financial colleagues
- Boost your career development

Seminar presenter

Mircea Lazar is an experienced trainer with a specific focus on international financial reporting and auditing. Originally based in Romania, Mircea started his career with KPMG and qualified as a chartered certified accountant and as a Romanian financial auditor. He then went on to become a finance manager with the Romanian subsidiary of Servier, a French pharmaceuticals group. At the same time, he was running his own financial training company, delivering accountancy exam-focused courses (for ACCA students) and finance courses tailored to the clients' needs.

Mircea's training background has an important international component, as he has prepared and delivered training courses in Romania, Serbia, Hungary, Turkey and the Netherlands for over eight years. Over this period, his clients included the 'Big Four' accountancy firms and corporate clients such as Vodafone, AstraZeneca, Unilever, major Romanian banks as well as Romanian central government institutions.

Continuing professional development

Kaplan Hawksmere events satisfy the continuing professional development requirements of a variety of professional institutions. We are also a registered member of the CPD Certification Service that has independently accredited all our courses. Certificates of attendance will be given to all delegates, so that they may claim appropriate credits in respect of continuing professional development requirements. For further information please visit www.hawksmere.co.uk

Sponsorship opportunities

Are you looking for new ways to promote your company? Kaplan Hawksmere events are an ideal platform to reach your potential customers directly. We create tailor-made packages to suit your company's needs. If you are interested in discussing opportunities (which could include exhibition space, display space or sponsorship of an event, cocktail party or lunch) please call **Simon Owen** on **020 7960 5663** or email simon.owen@hawksmere.co.uk

'Very engaging and knowledgeable trainer'

Jennifer Martin, Systems Delivery Manager, LMG

'A very good presentation given by a speaker who obviously enjoys his subject – unravels some of the mysteries of financial accounting'

Dave Sweeney, Senior Technical Analyst, Gerling Global General and Reinsurance Co Ltd

Day one

The first day of the programme concentrates on balance sheets and P&L accounts – what use they can be to you. Cash and cash management are then studied – short term working capital management and funding for the long term – what gearing is appropriate.

1 Accounting and accountants

- What types of accountant are there?
- What do they do?
- Financial accounting
- Management accounting
- Treasury function
- Activities and terms

2 Understanding the basis of accounting records

- Basic balance sheet and profit and loss accounts
- Accounting records
- Assets/liabilities
- Income/expenditure
- General/nominal ledgers

3 Getting to grips with financial statements

- Balance sheet and profit and loss accounts – terminology
- Fundamental accounting concepts – going concerns and accruals
- Other concerns
- Depreciation
- EU legislation – format of accounts

4 Cash flow and cash management

- Working capital – cash cycle
- Just in time
- Flow of funds/cash flow statements
- Current and liquidity ratios
- Gearing
- Treasury management
- Foreign currency and cash management

Quality training at upto **half-price** and much more

Kaplan Hawksmere Membership

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or visit www.hawksmere.co.uk/membership

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Day two

The second day covers budgeting best practice. The content of published accounts is explained – what you can get out of them. This is followed by ratio analysis of financial statements with a final case study that aims to consolidate your skills in financial statement interpretation.

5 Tips and techniques for planning and budgets

- Corporate plan – financial
- Planning the budget
- The budget cycle
- Links with company culture
- Budgeting methods
- Zero/priority based budgets
- Reviewing budgets
- Responding to the figures
- The need for an appropriate accounting system

6 Management accounting – costing methods and their uses

- Cost definitions
- Full/absorption costing
- Overheads
- Overhead allocation or absorption
- Activity based costing
- Marginal costing/break-even – use in planning
- Costing for control

7 A comprehensive case study

What the figures reveal: understanding and interpreting accounts

- Analytical review (ratio analysis)
- Return on capital employed
- Net profit %
- Asset turnover
- Fixed asset, debtor and stock turnover
- Responding to figures

8 An introduction to other key issues

- Creative accounting
- Accounting policies/group situations
- Intangible assets – brand names
- Company valuations
- Fixed assets – leased assets

Why you should attend this seminar

You are an effective manager, skilled in your own area of expertise. Only two things stop you from becoming an all-round high performer – a sure grasp of how finance works and the confidence to use that knowledge to make better business decisions.

This seminar is designed specifically for you. It demystifies finance. It explains simply and clearly what the key financial statements mean, how they work and relate to each other and how your actions as a manager affect them and your business.

Key benefits

- 1 Explain financial jargon and techniques in layman's terms
- 2 Improve your confidence when dealing with financial matters
- 3 Break down the barriers between yourself and your finance and accounting colleagues
- 4 Radically improve your planning and budgeting skills
- 5 Help you to make better decisions based on a clearer understanding of financial data
- 6 Keep you focused on the bottom-line implications of the way you run your business
- 7 Increase your contribution to your organisation and boost your career development

Who should attend

This seminar is relevant to all managers. Previous delegates have included: project managers, marketing managers, technical managers, solicitors, general managers, office services managers, manufacturing managers, contracts managers, engineers, sales managers, business development managers, research managers and many, many others – even managing directors and finance directors.

Kaplan Financial and Hawksmere joined forces in January 2008. So we can now offer you more courses, industry specialisms, nationwide locations, discount schemes and in-company training solutions.

In-house learning and development solutions



Tailor-made training for your company. If you have a group of five or more delegates you could benefit from our flexible in-house training programmes.

FREE in-house training quotation

For more information and an initial discussion please call **Gary Mee** direct on **020 7960 5616** or e-mail gary.mee@hawksmere.co.uk

