



**ICAEW**  
**BEDS, BUCKS**  
**& HERTS**

ACCOUNTANTS IN COMMERCE



*A slice of knowledge*

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**Thursday 12 October 2017**

**09:00-17:00**

Registration from 08:30

Fielder Conference Centre

Hatfield Business Park, AL10 9TP

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Conference topics:

**Tax | Economic climate | Financial reporting | Business performance |**

**Presenting for impact and clarity |**

**Trust, leadership, value and reward**

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**Chimento**  
The individual approach to HR

  
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Hertfordshire  
Business School

# Speakers

## **ADAM READER FCA GRACE FOODS**

Adam joined Grace Foods in April 2000 as a financial controller, was made Chief Finance Officer in October 2007 and was subsequently promoted to Managing Director in April 2016. Before joining Grace, Adam worked in audit and forensic accounting and qualified as a chartered accountant in 1995. He is also a member of the ICAEW Business Committee.

## **DR PHILIP SMITH FCA, MBA FORSTER SMITH**

Philip has over 30 years' business experience, at FD, MD, Executive Chairman, investor and adviser levels, of successfully driving business performance improvement in private and PE backed businesses across a wide range of sectors. He is currently Chair of the ICAEW Business Performance Group and a member of both the Business Committee and FM Faculty, of which he was a former Chair and Council Representative.

## **ANDREW MEAD BSc, MBA, FCA ANDME CONSULTING**

Andrew Mead is an independent consultant specialising in accounting advice, financial reporting and GAAP conversions, as well as providing short-term or part-time financial resource to companies, reporting to Board level. Andrew was an Audit Director with KPMG locally for many years where he was responsible for the audit of a mixed portfolio of large international companies; growing owner-managed businesses, as well as clients in the education and charity sectors.

## **RICHARD ORMEROD CTA, AIIT RAJ BAHRA BA, CA, CTA ROBERT TRILL BA, CTA KPMG**

Richard, Raj and Robert are all managers in various tax teams at KPMG specialising in VAT, employment tax and international and domestic corporate tax. Between them they have been at KPMG for over 20 years and they advise organisations across a number of sectors including leisure, construction and telecommunications.

## **JON MOON CLARITY AND IMPACT**

Jon is a leading authority on document clarity. He's delivered in-house training at the IMF, the World Bank, JP Morgan, Google, Barclays, the Home Office, the BBC and many more. Previously he worked in industry as a Finance Director for a £250m turnover company and was Acquisitions Partner of a FTSE 250 company.

## **IAN GOODEN CMA, CHARTERED MCIPD CHIUMENTO**

Ian became Chief Executive of Chiumento Group in April 2013 and with 35 years of HR and commercial experience, he is a well-known figure in the industry. Ian is responsible for the strategic direction of Chiumento Group - with focus particularly on new product development and innovation. He is passionate about the role of technology in changing the way we deliver services and improve customer service.

## **PROF DAMIAN WARD BSc, MSc, PhD, SFHEA UNIVERSITY OF HERTFORDSHIRE BUSINESS SCHOOL**

Damian has worked in higher education for 20 years and is currently the Dean of Hertfordshire Business School. He is a leading economics for business textbook author and continues to teach on a number of internationally ranked MBA programmes. Damian has applied economic analysis to the functioning of financial services markets. His work has been cited by the World Bank and informed national reviews of financial services market performance.

# Programme

- 08:30 REGISTRATION AND REFRESHMENTS**
- 09:00 WELCOME**  
Adam Reader  
Grace Foods
- 09:05 FINANCIAL REPORTING UPDATE**  
Andrew Mead  
AndMe Consulting
- 10:15 BUSINESS PERFORMANCE MONITORING**  
Dr Philip Smith  
Foster Smith
- 11:15 MORNING BREAK**
- 11:30 TAX UPDATE**  
Robert Trill, Richard Ormerod, Raj Bahra  
KPMG
- 12:45 LUNCH**
- 13:45 PRESENTING FOR IMPACT AND CLARITY**  
Jon Moon  
Clarity and Impact
- 14:45 TRUST, LEADERSHIP, VALUE AND REWARD**  
Ian Gooden  
Chiumento
- 15:30 AFTERNOON BREAK**
- 15:45 ECONOMIC UPDATE**  
Prof Damian Ward  
University of Hertfordshire Business School
- 17:00 CONCLUSION AND ROUND-UP**  
Adam Reader

## WHY YOU SHOULD ATTEND THE CONFERENCE

A whole-day conference designed to update busy Finance Directors and Financial Controllers on the main areas of responsibility in these roles.

You will have the opportunity during the day to network with peers, to seek advice from experts in their areas and to leave with a delegate pack of useful and relevant information.

## HOW TO BOOK

Online using a credit or debit card at [icaew.com/bbhevents](http://icaew.com/bbhevents) or telephone our Events Booking Team on +44 (0)1908 248 159. Alternatively complete and return the booking form overleaf as directed

If you require further information please contact Kim Shield

T: +44 (0)1223 654682  
E: [kim.shield@icaew.com](mailto:kim.shield@icaew.com)

Beds Bucks & Herts Society of Chartered Accountants reserve the right to change the timing of the programme and the speakers

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# Accountants in Commerce conference booking form

## FEES AND BOOKING CONDITIONS

### BBH COURSE VOUCHERS DO NOT APPLY FOR ONE-DAY CONFERENCES

Fees per delegate	(up to 31 August 2017)	(after 31 August 2017)
BBHSCA/ICAEW members and staff	£240 + VAT £48 = £288	£290 + VAT £58 = £348
Non-members	£280 + VAT £56 = £336	£330 + VAT £66 = £396

To pay by credit or debit card: Book online at [icaew.com/bbhevents](http://icaew.com/bbhevents) or call the Events Booking Team on +44 (0)1908 248 159. Please have your membership number to hand when calling.

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Address

Postcode

Telephone

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Membership number	Title	First name	Surname
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Bookings received with payment are acknowledged with a VAT receipt and joining instructions.

### CANCELLATIONS AND LATE BOOKINGS

If you cannot attend you can transfer your place to another individual. Places can be transferred at any time up to and including the day of the event. Cancellations received less than 14 days before the event date will not be refunded. All cancellations must be made in writing. If BBHSCA has to cancel the event, our liability in the event of cancellation is limited to a full refund of the fee. If we receive your booking less than 14 days before the course, you may not get a copy of the notes on the day. BBHSCA reserves the right to change the timing of the programme, the speakers, the date or the venue of the courses advertised. The content of courses may be subject to variation.



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