

Presents

THE WORLD'S LEADING AUTHORITIES ON CHANGES IN CORPORATE REPORTING –  
AVAILABLE TOGETHER IN THIS ONE-DAY LONDON CONFERENCE  
+ PRACTICAL POST-CONFERENCE WORKSHOP ON IAS 32 AND IAS 39

# IFRS 2006/7

## CURRENT PRACTICAL INTERPRETATION AND FUTURE STRATEGIC DIRECTION

• OCTOBER 10TH 2006, CAVENDISH CONFERENCE CENTRE, LONDON •

The major Autumn Symposium for FDs, Financial  
Controllers and their teams, Analysts and Investors

### Speakers

- › SIR DAVID TWEEDIE - IASB
- › ROBERT H. HERZ - FASB
- › KEN WILD - DELOITTE
- › JON SYMONDS - ASTRAZENECA
- › NICK ANDERSON - AMERICAN APPRAISAL
- › KATHRYN CEARNS - HERBERT SMITH
- › KENNETH LEE - CITIGROUP
- › IAN BRINDLE - FRRP

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PLUS EXPERT POST-CONFERENCE WORKSHOP ON:  
**IFRS FOR FINANCIAL INSTRUMENTS**  
PRESENTED BY GRAEME TOSEN, HBOS TREASURY SERVICES

Wednesday 11th October  
See inside for details

# THE MAJOR AUTUMN SYMPOSIUM FOR FDS, FINANCIAL CONTROLLERS AND THEIR TEAMS, ANALYSTS & INVESTORS

**T**he implementation of International Financial Reporting Standards in Europe and around the world is now complete. This conference is the first to report on the experiences of those involved in the process and to look ahead at the strategies required in a changed world. It will take its cue from the very top with **Keynote Addresses** from both **Sir David Tweedie, Chairman of the International Accounting Standards Board** and architect of the new system, and **Robert H. Herz, Chairman of the US Financial Accounting Standards Board**. The issues will be discussed by practitioners, **Jon Symonds, CFO at AstraZeneca and immediate past Chairman of the UK 100 Group of finance directors**, and **Ken Wild, Global Leader IFRS with**

**Deloitte**. There will be panel discussions on interpretations and **Nick Anderson of American Appraisal UK** will be leading a panel on fair values and valuations. **Kathryn Cearnns of Herbert Smith** will provide insight from the legal angle and **Kenneth Lee of Citigroup** will explain how the analyst community sees the corporate efforts so far. The Conference will conclude with a Panel featuring **Ian Brindle**, the former chairman of PwC and now **Deputy Chairman of the Financial Reporting Review Panel and leading regulator**. The conference aims to provide comprehensive coverage of all the issues that affect members of the financial reporting community: the preparers of accounts and all who advise them.

**SIR DAVID TWEEDIE** is Chairman of the International Accounting Standards Board (IASB) and is the architect of the new IFRS system. Previously, he chaired the UK's Accounting Standards Board for 10 years.

**ROBERT H. HERZ** is Chairman of the Financial Accounting Standards Board (FASB). Previously, he was North America Theater Leader of Professional, Technical, Risk & Quality at PricewaterhouseCoopers and a member of the firm's Global and U.S. Boards.

**KEN WILD** is Deloitte's Global Leader, IFRS. He is also the National Director of Assurance and Advisory Services for the firm in the UK.

**JON SYMONDS** is CFO of AstraZeneca plc and has the responsibility for global information systems and investor relations. Jon is former Chairman of the One Hundred Group of Finance Directors and a Board member of the Accounting Standards Board.

**NICK ANDERSON** leads the UK financial valuation group of American Appraisal. His personal specialisation is in intangible asset valuation.

**KATHRYN CEARNNS** is a consultant within the corporate division of Herbert Smith. She is also Chairman of the Technical Advisory Committee of the Institute of Chartered Accountants in England & Wales.

**KENNETH LEE** is Citigroup's Head of Accounting and Valuation research for Europe. He is the author of *Accounting for Investment Analysts: An International Perspective* and a co-author of *Company Valuation under IFRS*.

**IAN BRINDLE** is Deputy Chairman of the Financial Reporting Review Panel, the regulatory arm of the Financial Reporting Council, the UK's independent regulator for corporate reporting and governance. He was previously the Chairman of PricewaterhouseCoopers, from which he retired in 2001.

**GERRY MEHM** is Chairman of the Appraisals Issues Task Force in the US and Senior VP and Managing Principal of American Appraisal, San Francisco.

**ROBERT BRUCE** is the UK's leading commentator on accounting, financial reporting, corporate governance and management issues. He writes regular articles on accountancy and financial reporting for the *Financial Times*.

# PROGRAMME

TUESDAY 10TH OCTOBER 2006

- 9.00AM CHAIRMAN'S INTRODUCTION**  
**ROBERT BRUCE**  
Accountancy Columnist, *Financial Times*
- 9.15AM KEYNOTE ADDRESS:**  
**The View From the IASB**
- A Global Overview
  - The Impact of IFRS So Far
  - The Issue of Interpretations
  - What the Future Holds
- SIR DAVID TWEEDIE**  
Chairman, International Accounting Standards Board
- 10.00AM KEYNOTE ADDRESS:**  
**The View From FASB**
- The Importance of IFRS
  - US Regulatory Issues
  - The Route to Convergence
  - What The Future Holds
- ROBERT H. HERZ**  
Chairman, Financial Accounting Standards Board
- 10.45AM COFFEE**
- 11.15AM The View From The Global Audit Firm**
- An Auditor's Perspective
  - Reporting Issues
  - Interpretations
  - Future Planning
- KEN WILD**  
Global Leader, IFRS, Deloitte
- 12.00PM Panel Discussion and Q & A**  
**ROBERT BRUCE**  
Conference Chairman
- SIR DAVID TWEEDIE**  
Chairman, International Accounting Standards Board
- ROBERT H. HERZ**  
Chairman, Financial Accounting Standards Board
- KEN WILD**  
Global Leader, IFRS, Deloitte
- JON SYMONDS**  
CFO, AstraZeneca and Immediate Past-Chairman,  
100 Group of UK Finance Directors
- NICK ANDERSON**  
Managing Director, American Appraisal FVG UK
- 12.45PM Lunch**
- 2.00PM The View From The CFO**
- The Experience of IFRS So Far
  - Practical Issue and Surprises
  - Interpretations
  - Future Developments
- JON SYMONDS**  
CFO, AstraZeneca and Immediate Past-Chairman,  
100 Group of UK Finance Directors
- 2.45PM Panel Discussion: – Fair Values - The Good, The Bad and The Ugly**  
**NICK ANDERSON**  
Managing Director, American Appraisal FVG UK
- PATRICK WU**  
President of American Appraisal China
- INGO SCHNEEMANN**  
Managing Director of American Appraisal Germany
- GERRY MEHM**  
Chairman of the Appraisals Issues Task Force in USA  
*Additional CFOs to be confirmed*
- 3.30PM Legal and Related Practical Implications of IFRS**
- Overview of the Legal Situation
  - Implications for Legal Documentation, including Debt Covenants
  - Enforcement of IFRS in the UK and in Europe
  - Distributable Profits
- KATHRYN CEARNS**  
Consultant, Herbert Smith & Co
- 4.10PM Tea**
- 4.30PM How Analysts Have Coped with the IFRS Transition in Europe**
- Is Accounting Important to Analysts and Their Valuation Models?
  - What have been the IFRS Changes that Analysts Have Found Most Difficult?
  - What Aspects of IFRS are Analysts Most Positive About?
  - Future Developments the Sell Side would like to see
- KENNETH LEE**  
Head of Accounting and Valuation Research for Europe, Citigroup
- 5.15PM Panel Discussion: Investigating IFRS Behaviours - The View from the Regulators and Analysts**  
**ROBERT BRUCE**  
Conference Chairman
- IAN BRINDLE**  
Deputy Chairman, The Financial Reporting Review Panel
- KENNETH LEE**  
Head of Accounting and Valuation Research for Europe, Citigroup
- KATHRYN CEARNS**  
Consultant, Herbert Smith & Co
- 5.45PM Close of Conference**

## Venue information

**Cavendish Conference Centre**  
22 Duchess Mews  
London  
W1G 9DT  
**Tel:** +44 (0)207 7637 5526  
**Website:** [www.cavendishconference.com](http://www.cavendishconference.com)

Delegates will be sent more detailed information and directions on registration

I would like to register for the

# IFRS FORUM 2006/7

October 10th, Cavendish Conference Centre, London

## 1|Register (Please tick one box):

Delegate/s registration fee:

£595 (+VAT 17.5% UK only) / €858 / US\$1,092

Total remittance

Event Manager Pippa Martin  
Tel: + 44 207 779 8614  
Email: pmartin@euromoneyplc.com

Event Coordinator Berdine Grobler  
Tel: + 44 207 779 8717  
Email: bgrobler@euromoneyplc.com

## 2|Your details for registration (Please print):

Name: \_\_\_\_\_  
Job title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
Postcode: \_\_\_\_\_  
Country: \_\_\_\_\_

Tel: \_\_\_\_\_  
Fax: \_\_\_\_\_  
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Please photocopy this form for additional delegates.  
 I cannot attend but please add me to your mailing list for future events.

## 3|Method of payment

Payment must be received before the conference date to guarantee your place. Please tick box to select payment method and sign agreement in box

Please debit my credit card  
 Mastercard  Visa  Amex  Diners Club

Cardholder's name: \_\_\_\_\_  
(exactly as it appears on the card)  
Card No: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
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Bank transfer quoting reference number  
Pounds Sterling: Account No: 1043191 Sort Code: 30 00 02  
Lloyds Bank Plc, City Office, PO Box 217, 72 Lombard Street,  
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or:  
Email: [bgrobler@euromoneyplc.com](mailto:bgrobler@euromoneyplc.com)  
Tel: Berdine Grobler on +44 (0) 20 7779 8717

Mail: Berdine Grobler  
IFLR, Nestor House, Playhouse Yard,  
London EC4V 5EX, UK

### ADMINISTRATIVE INFORMATION:

**CANCELLATION POLICY:** If you cannot attend you must cancel your registration in writing before October 5th 2006 to receive a full refund. We cannot accept verbal cancellations. Cancellations received after October 5th 2006 are liable for the full conference fee. You may send a substitute to attend in your place at no extra charge.

**REGISTRATION FEE:** The registration fee includes participation in the conference, lunches, cocktail reception and documentation material, which will be distributed at the beginning of the event. All bookings are binding on receipt of the booking form.

**CANNOT ATTEND?** Please pass this brochure on to a colleague or you can purchase the conference documentation for £330 (includes courier despatch). If your company is registered within the EU please supply your VAT number.

**VENUE:** Cavendish Conference Centre  
22 Duchess Mews  
London  
W1G 9DT  
Tel: +44 (0)207 7637 5526

[www.cavendishconference.com](http://www.cavendishconference.com)

**TRAVEL & ACCOMMODATION:** Delegates are responsible for the arrangement and payment of their own travel and accommodation.