IFRS 2008/9
Strategic Direction and Practical Interpretation

• Wednesday November 12th 2008, The Hotel Russell, London WC1 •

Chaired by Robert Bruce, the UK’s leading commentator on financial reporting

Sir David Tweedie – IASB
Ian Mackintosh – ASB
Richard Aitken- Davies – ACCA
Philip Broadley – 100 Group
Clare Canning – Mayer Brown
Gerald A. Edwards Jr – Financial Stability Forum
Kenneth Lee – Citi Investment Research
David Lindsell – FRRP
Russell Picot – HSBC Holdings
Veronica Poole – Deloitte
Tim Smith – Houlihan Lokey
Sondra Tarshis – Barclays
Ken Wild – Deloitte
Ian Wright – FRC & FRRP

• The Annual IFRS Conference for FDs, senior finance teams and corporate advisors

• Keynote Address: Dialogue with IASB Chairman Sir David Tweedie. The chance to put your questions and comments to Sir David Tweedie

• Debating the greatest changes in IFRS since 2005

CPD Accredited 6 hours

Platinum sponsor

Gold sponsor

Silver sponsor

In association with

Deloitte

Houlihan Lokey

Mayer • Brown

EUROMONEY

IFLR
The coming year presents a completely new IFRS agenda. Revised standards, new standards, new thinking, global implementation, the startling steps towards IFRS being taken in the US – all these, against the backdrop of acute economic uncertainty, will prove a major challenge for finance teams.

IFRS 2008/9 is designed to address that challenge directly, with a comprehensive package of insight, information and discussion of the key issues.

From the opening Dialogue with the Chairman – with your opportunity to put your questions and comments to Sir David Tweedie, the architect and guiding light of IFRS reporting – right through to the concluding panel on regulation: this event provides the relevant A-list experts, with advice and insights to help you chart the way ahead.

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

KENNETH LEE is the Head of Accounting and Valuation research for Europe with Citi Investment Research. He has particular responsibility for IFRS conversion product and valuation issues; and was ranked first in his field in both of the most recent Institutional Investor and Extel surveys of European analysts.

GERALD A. EDWARDS Jr is Senior Advisor on Accounting and Auditing Policy, Bank for International Settlements and for the Financial Stability Forum. Prior to his secondment to the BIS, he was Associate Director and Chief Accountant in the Federal Reserve Board’s Division of Banking Supervision and Regulation in Washington, DC.

KEN WILD is Deloitte’s Global Leader, IFRS. He is also the National Director of Accounting and Audit for the firm in the UK.

VERONICA POOLE is Deloitte’s UK IFRS Centre of Excellence Leader. She is a member of the UIIT, CBI Companies Committee and the 100 Group Financial Reporting Committee.

TIM SMITH, CFA, is a Senior Vice President in the London office of Houlihan Lokey, where he is a member of the firm’s Financial Opinions & Advisory Services business with extensive cross-border transaction valuation experience.

IAN MACKINTOSH is Chairman of the Accounting Standards Board and has been a member of the IASB’s Standards Advisory Council since its inception in 2001.

CLARE CANNING is a Partner at Mayer Brown. Clare is a commercial litigation lawyer with a particular focus on financial services and accounting related disputes.

SONDRA TARSHIS is Head of Accounting Policy at Barclays Bank PLC and is responsible for the development and communication of Group accounting policy in accordance with International Accounting Standards. She is a member of the Financial Reporting Committees of the 100 Group, ICAEW and British Bankers Association.

PHILIP BROADLEY was Group Finance Director of Prudential plc from 2000 to March 2008. He is currently Vice-Chairman of the 100 Group of Finance Directors, having previously been its Chairman from 2005 to 2007.

IAN WRIGHT is Deputy Chairman of the UK Financial Reporting Review Panel which is responsible for reviewing UK company corporate reports for compliance with Laws and Regulations, and Director of Corporate Reporting at the UK Financial Reporting Council which is responsible for promoting high quality accounting and reporting within the UK community.

DAVID LINDSELL is Deputy Chairman of the Financial Reporting Review Panel and is also a member of the Supervisory Board of the European Financial Reporting Advisory Group (EFRAG). He was formerly Global Director of IFRS services at Ernst & Young.

RICHARD ATKEN-DAVIES is President of ACCA (the Association of Chartered Certified Accountants). He is also Chairman of ACCA’s Nominating and Financial Reporting Committees.

RUSSELL PICOT is Group General Manager and Group Chief Accounting Officer HSBC Holdings plc. He is the HSBC Group’s representative on the Financial Advisory Panel of the British Bankers’ Association.

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.

New from Deloitte and LexisNexis - thorough and detailed guidance for companies following IFRS in the face of complex and changing standards. This indispensable guide provides essential and far-ranging support across a range of areas:

- Taking a close up look at the practical aspects of applying IFRS
- Providing clarity and commentary on standards which are open to interpretation
- Identifying UK-specific requirements that continue to apply

To order, call 0845 370 1234 or visit our website at www.lexisnexis.co.uk/deloitte to see our full range of IFRS titles.

For the latest, up to date information related to IFRSs, see www.iasplus.com

Book today call +44(0)20 7779 8999 or email registrations@legalmediagroup.com
PROGRAMME
WEDNESDAY 12TH NOVEMBER 2008

8.30AM REGISTRATION

9.00AM KEYNOTE ADDRESS
Sir David Tweedie
Chairman, IASB
Conference Chairman:
Robert Bruce

A DIALOGUE WITH THE CHAIRMAN
Conference Chairman, Robert Bruce, introduces a dialogue with Sir David Tweedie, Chairman of the International Accounting Standards Board. After a brief scene-setting and update the dialogue will be opened up to questioning from conference attendees.

9.50AM THE ANALYST’S VIEW
PRIORITIES FOR THE FUTURE DEVELOPMENT OF FINANCIAL REPORTING - A USERS PERSPECTIVE
- Critical accounting issues for equity valuation
- How accounting can help?
- Areas for development
Kenneth Lee
Head of Accounting and Valuation Research for Europe, Citi Investment Research

10.30AM ENHANCING TRANSPARENCY AND VALUATION: IMPLEMENTATION OF FSF RECOMMENDATIONS
- Improved risk disclosures
- Better valuation standards, supervisory guidance & disclosures
- Efforts to improve accounting and disclosures for off-balance sheet vehicles
- Regulatory initiatives and other important next steps
Gerald A. Edwards
Senior Advisor on Accounting and Auditing Policy
Bank for International Settlements & the Financial Stability Forum

11.00AM COFFEE

11.25AM THE PROFESSIONAL PRACTICE VIEW OF IFRS
- The IASB - the latest score card
- US: Beauty or the beast?
- Credit crunch: an IFRS issue or not?
- European and world politics.
Ken Wild
Global Leader, IFRS, Deloitte
Veronica Poole
UK IFRS Centre of Excellence Leader, Deloitte

12.05PM VALUATIONS: FINDING A WAY THROUGH THE MAZE
- Valuations in the light of the credit crunch
- Dealing with valuation issues
- Recent experiences and the lessons learned
- Future valuation issues
Tim Smith
Senior Vice President
Houlihan Lokey

12.45PM LUNCH

1.45PM IFRS: THE YEAR AHEAD
- What UK companies need to look out for
- Future developments
- European issues to be aware of
- The expansion of global regulation
Ian Mackintosh
Chairman, Accounting Standards Board

2.25PM IFRS: RULES OR PRINCIPLES: THE IMPLICATIONS FOR DIRECTORS AND AUDITORS
- The root cause of most corporate collapses: lack of integrity
- For every corporate scandal that we hear about, there are many quiet examples of auditors insisting on disclosure or the appropriate use of accounting policies
- Do we still value the judgement of professionals?
- Implications for True and Fair and judgements around disclosure
Clare Canning
Partner, Mayer Brown

3.05-3.15PM COFFEE

3.15-3.45PM IFRS – THE NEW 2009 STANDARDS. GREATER COMPLEXITY OR LESS?
- Is complexity a problem and if so, whose problem is it?
- What are the implications of implementation of the new standards? Key Points to consider and take away
- Are there any longer term solutions?
Sondra Tarshis
Head of Accounting Policy, Barclays Bank PLC

3.45-4.15PM PANEL: Sondra Tarshis, Ian Mackintosh, Philip Broadley (100 Group), Russell Picot (HSBC)

4.15PM REFRESHMENTS

4.30PM IFRS AND REGULATION
- FRPP activity level
- First year of IFRS 7
- Impairments and disclosures in practice
- Complexity reduction
Ian Wright
Director of Corporate Reporting, FRC & Deputy Chair, Financial Reporting Review Panel

5.05PM PANEL: Ian Wright, David Lindsell (Deputy Chairman, FRPP), Richard Aitken-Davies (President, ACCA)

5.35PM Closing remarks and close of conference

Book today call +44(0)20 7779 8999 or email registrations@legalmediagroup.com
I would like to register for

**IFRS 2008/9**

November 12th 2008, The Hotel Russell, London WC1

1| Register (Please tick one box):

- Delegate registration fee: £695
  - Plus VAT 17.5%

| Total Remittance |

Group discounts available please contact: chall@euromoneyplc.com for more information

- Association discount (Save £100) £595 e.g. ACCA/CIMA/ICAS/ICAEW

2| Your details for registration (Please print):

Name: ________________________________

Job title: ________________________________

Company: ________________________________

Address: ________________________________

Postcode: ________________________________

Country: ________________________________

Tel: ________________________________

Fax: ________________________________

Email: ________________________________

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: ________________________________

Card No: ________ / ________ / ________ / ________

Expiry date: ________ / ________

Valid from (Diners): ________ / ________

- 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, London EC3P 3BT

Euro Account: Euromoney Institutional Investor

Lloyds TSB Bank

A/C number 59008833 Sort code: 30-12-18

- Please find cheque enclosed (please make payable to Euromoney Institutional Investor PLC)

- Invoice me

Alternative billing address: (eg if your credit card bill is sent to your home address)

Signature: ________________________________ Date: ____________

Position: ________________________________

To register

Fax back to: +44 (0) 20 7779 8279

Email: registrations@legalmediaigroup.com

Tel: +44 (0) 20 7779 8999

Online: http://www.iflr.com/ifrs08

**To stay at the Hotel Russell at our preferential rate of £179 + VAT incl. breakfast please contact the hotel on 0207 520 1751 or onika.adams@principal-hayley.com quoting allocation number EURO101108.**

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

**CANCELATION POLICY:** If you cannot attend you must cancel your registration in writing before October 13th 2008 to receive a full refund. We cannot accept verbal cancellations. Cancellations received after October 13th 2008 are liable for the full conference fee. You may send a substitute to attend in your place at no extra charge, however you must know by 10th November 2008 via email. We cannot accept verbal cancellations. If you make your booking via the telephone or online, you are automatically adhering to our terms and conditions.

**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.

**ADMINISTRATIVE INFORMATION:**

VENUE:

The Hotel Russell

1-8 Russell Square,

Bloomsbury,

London, WC1B 5BE,

UK

www.londonrussellhotel.co.uk