

24 March 2009,
Sofitel Brussels Europe

Transformation (r)Evolution

AN EXCLUSIVE NETWORKING EVENT BY

 **CorporateLeaders**
BUSINESS TRANSFORMATION NETWORK

What people said about the last event:

"Has to be the best event of its kind that I have attended in a long time. It was focused and to the point and had the right level of people there with whom you could have a dialogue with and share ideas."

Glen Schmidt, Director Finance Operations – EEMEA, DHL

"The break out session was excellent; lots of active discussion and sharing of experiences and views from people who have actually done the kinds of deals in issue."

Kit Burden, Partner, DLA Piper UK LLP

"A visionary initiative and a great opportunity for all of us to get out of the box we live in everyday and share our experiences with our counterparts."

Pietro Iallonardo, Director Financial Services Europe, PPG Industries Europe

"I have been to a number of events and this was very well run, interactive and a good quality of attendees."

Antony Welfare, Director of Shared Service, DSG international

Agenda and Topics

The Finance Transformation Leaders Conference provides insights and learnings from leading organizations and executives on:

- What's on the CFO Agenda
- Finance Outsourcing Evolution
- Performance Optimization in Shared Services and Outsourcing
- Captive Shared Services Vs Outsourcing
- The Next Phase: Commercializing Shared Services
- Revolutionizing Transformation through Automation
- Trend Analysis
- Driving Innovation in Shared Services and Outsourcing
- Lessons Learned from Servicing Outsourcing Clients - The Providers' Side of the Story
- Managing Talent in Business Transformation

What Will You Get Out of It

The Finance Transformation Leaders Conference has been structured to provide the best networking opportunities to meet peers, forge new relationships, and gain strategic orientation and insights. The exclusive plenary sessions, interactive roundtable discussions, and networking opportunities will allow you to:

- Gain the best insights and knowledge on successful business transformation
- Draw on the latest industry thinking
- Exchange ideas with peers
- Address questions directly with experts
- Compare and discuss issues of common interest
- Develop and share ideas, innovations and knowledge of best practices
- Meet new people and build mutually beneficial business relationships

Who Should Attend

CFO'S • Heads of finance improvement/transformation • Financial directors • Directors of shared services centers • Directors of business service centers • Heads of shared accounting and financial services • Operations managers • Financial controllers • Purchase to pay managers • Heads of credit & collections • Heads of accounts receivables • Heads of treasury • Business & financial analysts • Operations managers • Investment researcher/analysts

PREMIUM SPONSORS



EXHIBITORS



PARTNERS



Tuesday 24 March 2009 (Main conference day)

07:45 – 08:45

Exclusive Lead Sponsor Breakfast Meetings

07:45 – 08:45

Registration & Welcome Coffee

08:45 – 09:00

Chairman Welcome Address



► **Karsten Soderberg,**
Director,
CorporateLeaders

09:00 – 09:40

Presentation

Global Corporate Finance Strategy

How should business and finance transform to survive and thrive in today's environment

- The business environment - can we survive?
- Lilly's approach to the challenge - changing our business model
- Finance outsourcing: implementation learning and early results - thrive?



► **Nathalie Dewachter,**
Finance Director for European
Medium-Sized Affiliates,
Eli Lilly

09:40 – 10:20

Case Study:

Finance Outsourcing Evolution

- Innovations in transition methodology
- Process based delivery
- Continuous improvement and transaction based pricing
- Governance and its evolution



► **Bill Cowie,**
VP Finance Transformation
and Business Services,
Tetra Pak International



► **Jon Bell,**
Engagement Director for
SKF and Tetra Pak –
Capgemini BPO Services

10:20 – 11:10

Networking and Coffee Break

11:10 – 12:30

Parallel Sessions

Stream A

Executive Briefing:

Performance Optimization in Shared Services and Outsourcing

- Importance of performance success for shared services and outsourcing engagements
- Strategies to ensure continuous improvement and not just one-off improvements
- Measuring performance improvements - distinguishing between efficiency (doing things right) and effectiveness (doing the right things)
- Roles of effective talent management
- Leveraging technology to improve performance

Moderator:



► **Martin Wolleswinkel,**
Practice Lead Finance Transformation,
Europe, **The Hackett Group**

Speakers



► **Adriano Cito,**
Region Controller Europe, Africa
and Middle East & Director FSSC,
JohnsonDiversey



► **Liam Keys,**
General Manager GBS Financial
Services Europe,
GE



► **Luc Le Brun,**
Controller Business Process
Optimization Finance,
Agfa HealthCare



► **Gerard Lopez,**
Vice President of EMEA Operations,
Brainware

Stream B

Case Study and Interactive Discussion: Captive Shared Services versus Outsourcing

- International Paper Company
- International Paper's Global Financial Shared Services Centers
- Drivers for Outsourcing
- Outsourcing Versus Captive
- Must have in your contract

Speaker:



- ▶ **Harry Wauters**, Director,
Global Financial Shared Services Centers,
International Paper

Interactive Discussion Leader:



- ▶ **Pankaj Alexander**,
Senior Manager Controller,
FedEx

Moderator:



- ▶ **Jesper Lillelund**,
Director,
CorporateLeaders

Stream C

Executive Briefing What's Next for Shared Services

- The evolution of shared services
- The next steps: Challenges and options
- Scope expansion and performance improvements
- Outsourcing options
- Commercializing shared services

Moderator



- ▶ **Karsten Soderberg**,
Director,
CorporateLeaders



- ▶ **John Hall**,
Senior Vice President,
DSM Business Support



- ▶ **Jürgen Maul**,
Head of Finance and
Accounting Services,
Bayer Business Services



- ▶ **Reginald Van Peteghem**,
Director Financial
Processes & Services,
Borealis Polymers N.V.

12:30 – 13:45

Networking Lunch

13:45 – 14:00

Performance:

Capacity to Change

14:00 – 14:20

Morning Parallel Sessions Roundup

14:20 – 15:00

Trend Analysis

Interactive Discussion



- ▶ **Cathy Tornbohm**,
Vice President Research,
Gartner

15:00 – 15:20

Networking & Coffee Break

15:20 – 16:40

Parallel Sessions

Stream A

Executive Briefing:
Driving Innovation in Shared Services and Outsourcing

- New technology and further automation – how to understand which technology is right for you
- More client focus through comprehensive charging models – what are the state-of-the-art charging models
- Creating the Center of Competence – how to stimulate innovation through bundling of competencies
- Products vs. process orientation – how should the service offering be structured

Moderator:



▶ **Dr. Sören Dressler,**
Professor of International Management Accounting,
University of Applied Sciences, Berlin; Director, Offshoring Institute



▶ **Dr. Constanze Nüsperling,**
Senior Director Shared Services,
UCB



▶ **Cathy Tornbohm,**
Vice President Research,
Gartner



▶ **Reginald Van Peteghem,**
Director Financial Processes & Services,
Borealis Polymers N.V.

Stream B

Case Study and Interactive Discussion:
Lessons Learned from Servicing Outsourcing Clients - The Providers' Side of the Story

- What works best before and during contract
- Continuous improvement, transformation and value add
- What to avoid - during due diligence, in negotiations, in transition, in governance and during steady state
- What can both customer and service provider do to learn from the past and maximize the chances of future success?
- A successful relationship (and why)

Moderator:



▶ **Kit Burden,**
Partner and Head of Technology,
Sourcing and Commercial Group,
DLA Piper

Speakers :



▶ **Neil Shepherd,**
Head of Product Development for BPO,
Capgemini Global BPO Services



▶ **Harry Wauters,**
Director, Global Financial Shared Services Centers,
International Paper

Stream C

Executive Briefing:
Best Human Capital Management Practices in Business Transformation

- HR basics to drive change successfully
- Making change fun
- Importance of open communications and involvement
- HR operations or HR management
- Recruiting professionals as managers or managers to manage professionals
- Dilemmas within flat organizations

Moderator:



▶ **Luc Langerart,**
HR Director Belux
Fujitsu Services



▶ **John Hall,**
Senior Vice President,
DSM Business Support



▶ **Dr. Joachim Jäckle,**
Corporate Senior Vice President
Financial Operations,
Henkel



▶ **Linda Kromjong,**
Senior Director HR, Europe and EMEA,
DHL Global Business Services

16:40 – 17:00

Afternoon Parallel Sessions Roundup & Closing Remarks

17:00 – 17:30

Networking & Farewell Drink

Fees

Corporate executives, transformation leaders and buyers

- **CorporateLeaders Network Members Fee:**
FREE
- **Early Registration Fee:**
EUR 1,000 + VAT valid until 17/02/09
- **Standard Registration Fee:**
EUR 1,250 + VAT from 18/02/09
- **Corporate Networking Package Fee:**
EUR 1,750
2 x delegate-passes and annual networking benefits
- **Corporate Premium Networking Package Fee:**
EUR 3,000
4 x delegate-passes and annual networking benefits

Contact us for group registration conditions and any other questions on +32 478 223 711 or email us at events@corporate-leaders.com

Providers, advisors, consultants and analysts

- **Standard Registration Fee:**
EUR 2,500 + VAT

The conference fee includes complete conference materials, access to all sessions, social events and meals*.

Belgium VAT is charged at 21%.

Terms & Conditions

The registration fee includes access to the event and program, event documentation, lunch, refreshments, evening arrangements and administrative expenses.

Payment Terms

Payment is due in full upon completion and return of the registration form. Due to limited event space we advise early registration and payment by credit card to avoid disappointment. Admission to the event can be refused if payment has not been received.

Cancellation and Substitution Policy

If you are unable to attend the event for any reason, you may substitute at no extra charge provided the fee has been paid in full. Please email details of substitution to events@corporate-leaders.com. Cancellations must be received by email to events@corporate-leaders.com more than 7 days prior to the event in order to obtain a full credit for any future event. Cancellations received 7 days or less prior to the event will not be credited.

Venue

Sofitel Brussels Europe

The Finance Transformation Leaders Conference will be held in Brussels at the Sofitel Brussels Europe Hotel*. Upon receipt of registration, we will provide our preferential booking form at the Sofitel Brussels Europe, valid **until Monday 23 February**, to be sent to the hotel directly. After 23 February, the preferential rate will be available upon availability at the hotel only.

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1040 Brussels
Belgium
Telephone: +32 2 235 5100
Fax: +32 2 235 5101
Email: H5282@accor.com
Website: www.sofitel.com



* You are responsible for your own hotel and travel

Cancellation or Postponement by CorporateLeaders

If CorporateLeaders cancels the event, payments received at the cancellation date will be credited towards attendance at a future CorporateLeaders event or, if the event is postponed by CorporateLeaders, for the rescheduled date. Credit notes remain valid for twelve months.

Force Majeure

CorporateLeaders is not responsible for any loss or damage, nor will it refund payments received, as a result of a substitution, alteration, postponement or cancellation of an event due to causes beyond its control. This includes, without limitation, natural disasters, sabotage, accident, trade or industrial disputes or hostilities, or any other factor beyond its direct control.

Other Terms and Conditions

CorporateLeaders reserves the right to postpone or cancel an event, to change the location of an event or to alter the advertised speakers for an event. The registration fee does not include participants' travel or hotel expenses. Please check with your travel agent to find out if it is necessary to obtain a visa for the hosting country.

Registration Please provide us with the registration details below:

Personal Information

Networking Partner ID : _____
 Salutation : _____ First Name : _____
 Last Name : _____
 Job Title: _____
 Company : _____
 Email : _____
 Phone : _____
 Mobile : _____

Event Information

Event Fee

<input type="checkbox"/> CorporateLeaders Network Members Fee:	FREE
<input type="checkbox"/> Early Registration Fee:	EUR 1,000 + VAT (vaild until 17/02/09)
<input type="checkbox"/> Standard Registration Fee:	EUR 1,250 + VAT (from 18/02/09)
<input type="checkbox"/> Corporate Networking Package Fee:	EUR 1,750 (2 x delegate-passes and annual networking benefits)
<input type="checkbox"/> Corporate Premium Networking Package Fee:	EUR 3,000 (4 x delegate-passes and annual networking benefits)

Special Guest Code : _____

11:10 – 12:30 PARALLEL SESSIONS	<input type="checkbox"/> Stream A	Performance Optimization in Shared Services and Outsourcing
	<input type="checkbox"/> Stream B	Captive Shared Services versus Outsourcing
	<input type="checkbox"/> Stream C	The Next Phase: Commercializing Shared Services
15:20 – 16:40 PARALLEL SESSIONS	<input type="checkbox"/> Stream A	Driving Innovation in Shared Services and Outsourcing
	<input type="checkbox"/> Stream B	Lessons Learned from Servicing Outsourcing Clients
	<input type="checkbox"/> Stream C	Best Human Capital Management Practices in Business Transformation

I will attend the Pre-Conference Networking Cocktail

Special Requirements : _____

Company & Payment Information

Address : _____
 City : _____ State/County : _____
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 Invoice Credit card
 Card type _____ Name on card _____
 Expire: _____ Card number: _____ Security code _____

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