

## NASBA CPE Accreditation for US CPAs

Conference delegates can earn up to 15 CPE units.

This is a group-live event and there are no prerequisites.

An advanced-level programme, no-advance level preparation is required.

See page 10 for more details.




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Addressing the latest developments at the  
IASB, FASB and European regulators

Monday 12th and Tuesday 13th October 2009

Hilton London Metropole

The Eleventh Annual  
meet the  
**experts**

To register:

Tel: +44 (0) 20 7017 7484

Fax: +44 (0)20 7017 7826

Web: [www.meet-the-experts.org](http://www.meet-the-experts.org)

Email: [experts@iir-conferences.com](mailto:experts@iir-conferences.com)

## 2 **Meet the Experts programme**

Monday 12th October 2009  
Hilton London Metropole

### Day One – Monday 12th October 2009

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Both days start promptly at 09:00. Registration opens at 08:00.  
Day one ends at 18:00. Day two ends at 16:00.

#### Day One Panel Chairs

**Peter Holgate**

*Partner, Head of Accounting Consulting Services Group*

**PwC**



**Tom Quinn**

*Partner, Accounting Consulting Services Group*

**PwC**



#### Accounting Response to the Crisis: One Year On

**Pauline Wallace**

*Partner*

**PwC**



#### Analysts' Views on Current Financial Reporting

**Peter Elwin**

*Head of Accounting and Valuation Research*

**JP MORGAN CAZENOVE**



**Nick Anderson**

*Head of Equity Research*

**INSIGHT INVESTMENT**



**Peter Reilly**

*Head of Capital Goods*

**DEUTSCHE BANK EQUITY RESEARCH**



**Sue Harding**

*European Chief Accountant*

**STANDARD & POOR'S**



## Standard Setters Update

**Robert Herz**  
*Chairman*  
FASB



**Stephen Cooper**  
*Member*  
IASB



## EFRAG & European Endorsement Activities

**Stig Enevoldsen**  
*Chairman*  
EFRAG TEG



## National Standard Setting & the Impact of the New IFRS for SMEs

**Ian Mackintosh**  
*Chair*  
ACCOUNTING STANDARDS BOARD



## View from the Front Line

- User's view on accounting challenges today

**Charlotte Jones**  
*CFO for EMEA*  
DEUTSCHE BANK AG



## European Regulation & Hot Topics

**Ian Wright**  
*Director of Corporate Reporting*  
UK FINANCIAL REPORTING COUNCIL  
*Deputy Chair, UK FINANCIAL REPORTING REVIEW PANEL*



## IFRIC Update

**Sara York Kenny**  
*Member*  
IFRIC



## Meet the Experts Cocktail Reception

Open bar and canapés to conclude day one.  
Meet and greet the experts and network with other delegates.

## Day Two – Tuesday 13th October 2009

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Following the strategic focus on day one, the second day of *Meet the Experts* is designed to offer practical help and in-depth guidance on IFRS. The following sessions focus on:

- The latest guidance issued by the IASB
- The implications of this guidance for reporters

### Financial Instruments & Fair Value Accounting

- Significant revisions to IAS39 and guidance
- New classification & measurement proposals
- Fair value measurement in illiquid markets
- The role of credit risk in liability measurement

**Sandra Thompson**, *Partner, PwC UK ACS*  
*and former FI Project Leader, IASB*

### Consolidation & Derecognition

- New Consolidation and Derecognition standards to reduce complexity
- Revised definition of control, application guidance and disclosures
- Amendments to IAS27, IAS28, IAS39, and IFRS7

**Alan Teixeira**, *Director of Technical Activities, IASB*

### Income Tax

- IAS12 (Revised), main changes proposed and challenges
- Convergence with US GAAP

**Tony DeBell**, *Partner, PwC*

### IFRS for SMEs

- Opportunities for simplification of subsidiary reporting
- Adoption challenges

**Hugo van den Ende**, *Partner, PwC*

## Financial Statement Presentation

- The "new model" proposals, update on market reaction, and next steps
- Management Commentary framework and principles

**Stephen Cooper**, *Member, IASB*

## Liabilities

- IAS37 (Revised), principle changes proposed and challenges
- Convergences with US GAAP

**Joan Brown**, *Project Manager, IASB*

## Revenue Recognition

- Proposals for a new single revenue standard
- Practical challenges and next steps

**Mark Lohmann**, *Partner, PwC*

**Henry Rees**, *Senior Project Manager, IASB*

## Leases

- Overview of the Leases discussion paper

**Peter Hogarth**, *Partner, PwC*

## Here's What Past Attendees Have Had to Say:

*"Theory and practice in one hand."*

**Katharina Hilpert**, Accounting Policies, **SIEMENS AG CORPORATE FINANCE & CONTROLLING**

*"One of the best updates. I try to come every year."*

**Carolyn Lymn**, CAO, **SHIP FINANCE INTERNATIONAL**

*"Very good selection of speakers."*

**David Wilson**, Head of Group Financial Operations, **STANDARD LIFE PLC**

*"Informative and educative."*

**Gardner Mugashu**, **MAN FINANCIAL GLOBAL**

## Five Ways To Register...

**By Telephone:** +44 (0) 20 7017 7484 Please quote code: KM2215

**By Fax:** Fax this form to: +44 (0) 20 7017 7826

**By E-Mail:** experts@iir-conferences.com

**By Post:** Send the registration form and payment to:  
Richard Morgan, Meet the Experts, Informa,  
PO Box 406, West Byfleet, Surrey KT14 6WL

**Visit our Website:** [www.meet-the-experts.org](http://www.meet-the-experts.org)

- F**  **I am a Past Attendee:** Fee: £799 + VAT @ 15% = £918.85  
(please indicate year of attendance for us to update our records)
- e**  **I am new to 'Meet the Experts'** Fee: £1049 + VAT @ 15% = £1206.35

## Registration form

**KM2215**

- Cheque:** Please make Payable to IIR Ltd
- Bank Transfer:** Full bank transfer options will be given with your invoice on registration
- Credit Card.** Please debit my:  VISA  AMEX  MASTERCARD  DINERS

Card No.

CVV No.     Exp Date \_\_\_\_\_ Signature: \_\_\_\_\_

3 digit security code on the reverse of card, 4 digits for AMEX card

**Data Protection:** The personal information shown on this form, and/or provided by you, will be held on a database and may be shared with other companies in the Informa Group in the UK and internationally. If you do not wish your details to be available to other companies in the Informa Group please contact the Database Manager at the above address, Tel +44 (0) 20 7017 7077, Fax +44 (0) 20 7017 7828 or email: [integrity@iirtd.co.uk](mailto:integrity@iirtd.co.uk). Occasionally your details may be obtained from, or made available to, external companies who wish to communicate with you offers related to your business activities. If you do not wish to receive these offers, please tick the box

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**Delegate 2** Title \_\_\_\_\_ Name \_\_\_\_\_

Job Title \_\_\_\_\_ Dept \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

**Delegate 3** Title \_\_\_\_\_ Name \_\_\_\_\_

Job Title \_\_\_\_\_ Dept \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

**Line Manager** \_\_\_\_\_ Job Title \_\_\_\_\_

Booking Contact \_\_\_\_\_ Job Title \_\_\_\_\_

Email \_\_\_\_\_

**Company** \_\_\_\_\_

Address \_\_\_\_\_

## **NICK ANDERSON**

Nick joined Insight Investment in November 2003 as head of equity research. Prior to this he was head of pan-European Research at Schroder Investment Management. He started his investment career at Norwich Union Investment Management investing in both UK and European equity markets. Nick holds a degree in Economics from University College, Durham and is an Associate of the Society for Investment Professionals (ASIP). He is a member of the Accounting Standards Board.

## **STEPHEN COOPER**

Stephen Cooper was appointed to the IASB in July 2007. He was formerly Managing Director and head of valuation and accounting research at UBS Investment Bank in London where he worked closely with other professionals on accounting problems and in particular advised analysts and clients on equity analysis and valuation including related financial reporting issues. He was a member of the UBS Investment Research global investment recommendations committee. Mr Cooper has been recognised as a leader in his field and was voted top European Valuation and Accounting analyst by Extel and Institutional Investor magazine in each of the last 10 surveys. Prior to joining the Board, Mr Cooper was actively involved in the IASB's work for a number of years; initially serving on the advisory group for share based payments and more recently as a member of the IASB's Analyst Representative Group and Financial Statement Presentation working group. He has also been closely involved with the Corporate Reporting User Forum, a group of analysts and investors that discuss and present views on reporting issues. After qualifying as an accountant in 1983, Mr Cooper obtained a masters degree in finance from the London School of Economics and following this worked in

the corporate finance division of Schroders in London which is now part of Citigroup. He subsequently ran his own training and consultancy business before joining UBS Investment Bank in 1997.

## **PETER ELWIN**

Peter Elwin is Head of Accounting and Valuation research at J.P.Morgan Cazenove. He has extensive experience of providing advice on equity analysis and valuation issues to the firm's institutional and corporate clients. He was extensively involved in advising UK companies about the transition to IFRS in 2005. More recently he has been providing advice about defined benefit pension liabilities, stock option expensing, and how to present fair value impacts. He is a member of the UK Accounting Standards Board, the IASB's Analyst Reporting Group, the Corporate Reporting Users Forum, and the J.P. Morgan Cazenove Pension Trustee Board.

## **STIG ENEVOLDSEN**

Stig Enevoldsen is currently partner at Deloitte in Denmark. From 1987 to 1996 he has been a member of the Danish Accounting Standards Committee, of which he served the last six years as the Chairman. From 1991 to 2000 he was IASC Board member representing the Nordic Federation of Accountants. From 1998 to 2000 he was the Chairman of the IASC.

## **SUE HARDING**

Sue Harding is the European Chief Accountant of Standard & Poor's Ratings Services. In this role, she advises Standard & Poor's credit analysts on integration of accounting and disclosure information into credit rating analysis. She is also a member of the International Accounting Standards Board's Analyst Representative

## 8 Meet the Experts biographies

Group and Joint Working Group on Financial Statement Presentation, EFRAG's User Panel, and the Corporate Reporting Users Forum. Prior to this, she was Head of Global Accounting Strategy for the European equity research business of Credit Suisse First Boston. She also spent two years as a project manager at the International Accounting Standards Committee where her primary focus was interpretation of International Accounting Standards, and prior to this she was with the Global Capital Markets practice of PricewaterhouseCoopers, based in London. Sue is a US Certified Public Accountant.

### ROBERT HERZ

Robert H. Herz was appointed chairman of the Financial Accounting Standards Board (FASB), effective July 1, 2002, and was reappointed to a second term effective July 1, 2007. Prior to joining the FASB, Mr. Herz was PricewaterhouseCoopers North America Theater Leader of Professional, Technical, Risk & Quality and a member of the firm's Global and U.S. Boards. He also served as a part-time member of the International Accounting Standards Board. Mr. Herz is both a certified public accountant and a chartered accountant. Mr. Herz joined Price Waterhouse in 1974 upon graduating from the University of Manchester in England. He later joined Coopers & Lybrand becoming its senior technical partner in 1996 and assumed a similar position with the merged firm of PricewaterhouseCoopers in 1998. Mr. Herz has authored numerous publications on accounting, auditing, and business subjects. Included among those contributions is the recent book, *The Value Reporting Revolution: Moving Beyond the Earnings Game*, which he co-authored. He has also chaired the AICPA SEC Regulations Committee and the Transnational Auditors Committee of the International Federation of Accountants, and served as a member of the Emerging Issues Task Force, the FASB Financial Instruments Task Force, the

American Accounting Association's Financial Accounting Standards Committee, and the SEC Practice Section Executive Committee of the AICPA.

### PETER HOLGATE

Peter Holgate leads the accounting and consulting services group of PricewaterhouseCoopers UK firm (PwC). Before joining PwC, he worked in London and Nairobi as an auditor, and then in industry for three years. In 1981 he joined the staff of the UK Accounting Standards Committee, and from 1984 to 1986 was Secretary of that committee. In 1986, he joined the accounting technical department of PwC and was appointed a partner in the firm in 1990. Peter was appointed a member of the ASB's Urgent Issues Task Force in 1994. He is a principal author of the Firm's Manual of Accounting – UK GAAP and the Manual of Accounting – IFRS for the UK and is sole author of Accounting principles for lawyers (CUP, 2006). He has also authored numerous articles in the professional press and contributed to a number of books and other publications as well as speaking frequently on accounting subjects at seminars and conferences. Peter is a fellow of the Institute of Chartered Accountants in England and Wales and holds a masters degree in management and administration from the University of Bradford Management Centre. Peter is Chairman of the ICAEW's Centre for Business Performance.

### CHARLOTTE JONES

Charlotte is the Global Head of Deutsche Bank's Accounting Policy and Advisory Group (APAG) which is responsible for developing the Bank's accounting policies, interpretations and application guidance under IFRS and U.S. GAAP. In addition, APAG provides training and accounting advice to the Finance function and the businesses and is required to sign off on the accounting treatment of certain categories of transactions. Charlotte is

chairman of the ISDA European accounting committee and through this and other industry forums she is actively involved in accounting developments affecting the banking industry. Charlotte was the project director for the Bank's IFRS conversion project and previously set up and ran the Bank's Global Valuation Group. Charlotte joined Deutsche Bank in 2004 from Ernst & Young where she was a partner in the Banking and Capital Markets group responsible for audit and advisory services to a range of investment banking and corporate treasury clients.

## IAN MACKINTOSH

In 1976, Ian became a partner of Coopers and Lybrand, and up until 1996 held that position in Sydney, Canberra and Vanuatu. In 2000 Ian joined the Australian Securities and Investments Commission as its Chief Accountant. In that role he had overview of the financial reporting of the financial markets in Australia. In 2002 he joined the World Bank as Manager, Financial Management, South Asia. This involved working with the governments and communities of South Asia on financial reporting, financial management and governance issues. He was appointed Chairman of the UK Accounting Standards Board in August 2004. Ian has been involved in accounting standard setting for over 20 years. Roles have included Chairmanship of the Australian Public Sector Accounting Standards Board and the IFAC Public Sector Committee and Deputy Chairmanship of the Australian Accounting Standards Board. Ian is a Fellow of the Institute of Chartered Accountants in Australia, a Fellow of CPA Australia and a Member of the Chartered Institute of Finance and Public Accountancy. He is an Adjunct Professor at the University of Canberra and a Fellow of that university.

## TOM QUINN

Tom Quinn is a partner and London based team leader in the Accounting and Consulting Services Group (ACS) of PricewaterhouseCoopers (PwC). He has extensive experience of reporting and regulatory issues confronting US and European listed entities. Before joining ACS, Tom served as a partner in PwC's Capital Markets Group, leading debt advisory and SEC support services, with a particular focus on accounting and reporting matters related to cross border capital and the regulation of public entities. Tom was a principal liaison between the firms US National office and European clients and audit teams. After graduating from Georgetown University in 1982, Tom served in PwC's Denver and Washington DC offices before transferring to London in 1993 and joining the partnership in 1997. He is also an US CPA.

## PETER REILLY

Peter Reilly is not a qualified chartered accountant; he initially trained as an engineer and spent 10 years working in industry. He joined the City in 1995 and has been a sell-side analyst specialising in Capital Goods companies for 11 years and is now the head of industrial research. Having witnessed (and written about) accounting implosions at several large companies in 2001-2003, he developed a keen interest in accounting issues. He has written several reports on accounting issues including pensions, stock options and how to spot 'unusual' accounting. His goal is always to get inside the reported numbers and understand what is really going on inside a company. He would like it if accounting standards helped rather than hindered this.

## 10 Meet the Experts biographies

### PAULINE WALLACE

Pauline Wallace became PwC's head of public policy and regulatory affairs in the UK with effect from 1 July 2009. Previously she was a Partner in the Global Accounting Consulting Services group, a group of 80 partners and 160 consultants who provide IFRS technical advice to clients and engagement teams around the world. She was a member of the group's management team and led both the central team that is responsible for IFRS thought leadership in the firm and, from its inception in 2005, the global topic team that specialises in accounting for financial instruments. Pauline's industry background is banking and, since the outset of the financial crisis, she has been actively involved in discussions with European and global regulators on the implications of the crisis on accounting and auditing for financial institutions.

### IAN WRIGHT

Ian Wright, BSc, ACA is Director of Corporate Reporting at the FRC. He was previously Senior Partner in the Global Corporate Reporting Group at PricewaterhouseCoopers (PwC). Ian joined PwC in 1979 and has also worked as an Audit Partner and a Senior Technical Partner with the firm. He has recently retired as a member of the International Financial Reporting Interpretation Committee (IFRIC) but still serves on the Financial Reporting Policy Group of the Fédération des Experts Comptables Européens (FEE). Ian is also an advisor to the Technical Committee of the Hundred Group of Finance Directors. From 2000 to 2003, Ian was the Chairman of the ICAEW's Financial Reporting Committee and is currently a member of the Technical Strategy Board.

### SARAH YORK KENNY

Sara York Kenny was first appointed to the International Financial Reporting Interpretations Committee (IFRIC) in 2006 and was re-appointed in 2009. Her term expires June 20, 2012. During her ten year career at the International Finance Corporation (member of the World Bank Group), she was the Principal Accounting Policy Advisor, responsible for the development and maintenance of the Corporation's accounting policies. In addition, she designed and taught several accounting and financial analysis modules for the Corporation's credit training group. Prior to joining IFC, Dr. Kenny was Assistant Professor of accounting at the University of Utah, where she specialized in international accounting and financial reporting, and published extensively in academic journals. She also has prior business experience in executive education and small business consulting with the American Institute of Certified Public Accountants and in international financial planning, tax and accounting with Texas Instruments, Inc. Dr. Kenny holds Ph.D., M.S. and B.S. degrees in accounting.

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## Hotel Address:

Hilton London Metropole  
225 Edgware Road, London, W2 1JU, United Kingdom  
Tel: +44 (0)20 7402 4141 Fax: +44 (0)20 7724 8866

## Directions to the hotel:

### International Delegates

#### London Heathrow Airport

Just 15 minutes from the Hilton London Metropole via the Heathrow Express rail link at Paddington Station, which is the Central London terminal of the ultra modern Heathrow Express rail link. The hotel is a five-minute walk from Paddington Station or a short taxi ride.  
Journey to Terminal 1, 2, 3 - 15 minutes by Heathrow Express train  
Journey to Terminal 4 - 20 minutes by Heathrow Express train  
Frequency of Heathrow Express trains - every 15 minutes  
Check-in facilities - Paddington: 27 check-in desks covering all major airlines  
Journey by taxi - 40 minutes from Heathrow to hotel

#### London Gatwick Airport

Victoria Station, the Central London terminal for the Gatwick Express, is linked to the hotel via the London Underground Circle Line, and the Edgware Road tube station is 30 metres from the hotel entrance.  
Journey time - 30 minutes from Gatwick to Victoria, then 15 to 20 minutes by Underground or taxi  
Frequency of trains - Gatwick Express every 15 to 30 minutes, plus slower stopping service.

#### London Stansted Airport

45 minutes by Stansted Express to Liverpool Street Station. Two hours by car.

#### London City Airport

30 minutes by car.

### UK Delegates

The hotel is ideally situated for UK delegates as well, being on the intersection of major link roads to key motorways (M40, M1). Served via the adjacent Edgware Road Underground station by four Underground lines linked to all major railway terminals in London. Hotel parking is available for 170 cars (charges apply) and ten coaches.

## Hotel Room Booking Details

IIR has negotiated special discounted room rates for this event. To book your room at this special rate at the Hilton London Metropole, please contact Lisa O'Brien our reservations co-ordinator:

Tel: +44 (0) 20 8546 6166  
Fax +44 (0) 20 8547 3427  
email: beds@venuesearch.co.uk

### What Happens If I Have to Cancel?

Confirm your CANCELLATION in writing (letter or fax) two weeks or more before the event and receive a refund (if applicable) less a 10%+VAT service charge. Should you cancel between two weeks and one week before the event then you will receive a refund (if applicable) less a 50%+VAT service charge. Regrettably, no refunds can be made for cancellations received less than one week before the event. A substitute is always welcome at no extra charge.

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### Additional Requirements

Please notify IIR at least one month before the conference date if you have any additional requirements e.g. wheelchair access, large print etc.

## Meet the Experts

Europe's  
longest running annual  
reporting and governance event

### *Here's What Past Attendees Have Had to Say:*

*"Totally understandable,  
totally valuable, totally enjoyable!"*

**Sarah Hall**, Group Reporting Accountant, **PILKINGTON**

*"...a good way of putting theory into practice."*

**Andrea Evans**, Group Accounting Manager, **ROYAL & SUN ALLIANCE**

To register:  
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