

Return on Ideas: How marketing and finance can together add value

Programme Code: S090724AS

Speaker

Mr. Ray Perry, BA, MBA, FCIM, FRSA

Director of Brand, Chartered Institute of Management Accounting

Mr. Perry is the Director of Brand at CIMA and is responsible for global brand development across CIMA's markets. He is currently Editor-in-Chief of CIMA's monthly magazine, Financial Management, which is one of the largest finance magazines in the UK.

Mr. Perry has over 25 years' experience in Sales and Marketing at Dunlop plc, Swan Housewares and Electrolux and has worked at Director level at Spears Games, Mattel and the Chartered Institute of Marketing (CIM), where he was Chief Executive of the eCentre. At CIM, Mr. Perry was responsible for all brand activities and was a spokesman for the Marketing profession. Mr. Perry was formerly a columnist for the Sunday Times Enterprise Network (STEN) and is the author of 'Marketing Unwrapped'.

Mr. Perry is a Fellow of CIM, a Fellow of the Royal Society of Arts, a Freeman of the City of London and a Liveryman of the Worshipful Company of Marketors. Mr. Perry has a BA in Business Studies, a CIM Post Graduate Diploma in Marketing and a Henley MBA.

Date

Friday, 24 July 2009

Time

6:30 p.m. – 8:00 p.m.

Venue

Hong Kong Institute of CPAs Training Centre, 27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong

Enrolment fee

HK\$190 for HKICPA /CIMA member or student; and IA/HKIAAT's member or student

HK\$180 for online enrolment

HK\$330 for non-member

Language

English

Format

Seminar

Subject / Level

Accounting /

Intermediate - for delegates who have prior knowledge of the subject area

Target Audience

Accountants in business and all interested parties

CPD credit

1.5 hours

About the programme

Marketing and Finance must build bridges in order to demonstrate organisational value. We're in the middle of a marketing upheaval around the world. Businesses grasp how important marketing is but the temptation will be to slash it in the downturn. Hence it is vital that marketing and finance work jointly to demonstrate the real value of marketing to the bottom line.

Return On Ideas is a research report that is essential for the business leaders of today. It has been jointly launched by the Chartered Institute of Management Accountants (CIMA), The Chartered Institute of Marketing (CIM), the Direct Marketing Association (DMA) and Professor Robert Shaw. Mr. Perry will talk about the research in the context of the current economic climate and the urgent need for marketing and finance to work better together and drive value.

Mr. Perry will also launch the innovative Infinity Model – a brand new framework that shows organisations how to add value by demonstrating the value of marketing.

Qualification to become a Chartered Management Accountant

Under the Mutual Examinations Paper Exemptions agreement that the Hong Kong Institute of CPAs signed with CIMA in September 2006, all Hong Kong Institute of CPAs members are exempted from 13 out of 15 papers of CIMA examinations. HKICPA members are only required to sit 2 papers for the purpose of acquiring the CIMA qualification and become a Chartered Management Accountant. More information can be found at www.cimaHongKong.com.