



## HKICPA seminar: **When Big Data Meets Finance and Accounting**

Programme Code: S151007S

What roles should finance professionals play in the big data era? What finance related questions, which could not be answered before, can now be solved using big data. Being traditional score-keepers, the finance professionals should actively participate in business transformation and focus more on the financial implications of strategy execution. Given the integration of increasingly rich data about markets, sales, customers, internal operations, external information and unstructured data, finance professionals should productively use such information to identify opportunities for business growth and profitability. This seminar aims to help finance professionals and senior executives to understand big data and its implications to the finance function of an organization.

<b>Date</b>	<b>Wednesday, 7 October 2015</b>
<b>Time</b>	<b>6:30 p.m. – 8:30 p.m.</b>
<b>Venue</b>	Hong Kong Institute of CPAs, 27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong.
<b>Format</b>	Seminar including case studies
<b>Language</b>	English
<b>Fee</b>	HK\$190 for HKICPA member or student; and IA/ HKIAAT member or student HK\$180 for online enrolment HK\$330 for non-member
<b>Objectives</b>	<ul style="list-style-type: none"><li>• Understand the core concepts of big data</li><li>• Master the use of big data and create business values for business and operations</li><li>• Explore how to apply big data on finance and accounting work</li></ul>
<b>Speaker</b>	<b>Dr. Lawrence Wong</b> , Managing Partner, GCE Consulting <i>DBA, MBA, MSc (eCommerce), BSc (Statistics &amp; Computer Science), FCCA, FHKICPA, MHKCS</i> Dr. Wong is a veteran IT / consulting professional and has around 30 years' working experience, managing over 100 IT, finance and consulting projects through working in global top consulting firms like Accenture and KPMG as well as renowned listed conglomerates like PCCW and Hutchison. He specializes in digital transformation, big data, finance and operations innovation.
<b>Participants</b>	Senior management, CFOs, Finance Directors/Managers and other finance professionals, and those interested in the applications of big data to the finance function
<b>Competency*</b>	Information technology
<b>Rating*</b>	Foundation to intermediate level
<b>CPD hours</b>	2

\* For descriptions of competency and rating, please refer to the [Institute's online CPD Learning Resource Centre](#).



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**HKICPA Event Enrolment Form (For Support Programme)**

Finance & Operations Department,  
 Hong Kong Institute of CPAs,  
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**Please click here for online enrolment  
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**FOR OFFICE USE**

**Deadline: 7 working days before the date of the programme**

No.	Membership		Full Name of Participant(s) (Block Letters)	Company	Email address <sup>*(2)</sup> (Block Letters)	Programme Code	Fee (HK\$)	
	No.	Status (1)						
1								
2								
3								
4								
							Total (HK\$)	

\* *Email address is for enrolment confirmation purpose. Please refer to note (2) for details.*

I am unemployed and not working. I am planning to rejoin the workforce.  
 The Institute reserves the right to allocate places to enable the enjoyment of more members in this event.  
 The Institute's decision is final. Applicant must submit the enrolment form 10 working days before the event.

Contact Person : \_\_\_\_\_ Tel No. : \_\_\_\_\_ Fax No. : \_\_\_\_\_ E-mail : \_\_\_\_\_

**Payment Method** (Please tick the appropriate box)

Cheque (no. \_\_\_\_\_) payable to "Hong Kong Institute of Certified Public Accountants" or "HKICPA" <sup>(6)</sup>

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- Notes:**
- Membership Status: **NP** = Non-Practising, **P** = Practising, **IA** = International Affiliate, **S** = Student, **HKIAAT** = HKIAAT Student or Member, **GAA** = GAA Passport holder, **NM** = Non-Member.
  - Successful applicants will receive confirmation of registration by email at least 3 working days before the event. Unsuccessful applicants will also be notified around the same time. If you have not heard from the Institute regarding your registration 2 working days before the event and if you have other enquiries related to the programme, please make enquiry at 2287 7386 or 2287 7253.
  - NO ADMISSION TICKET will be issued. Please bring your HKICPA membership card or confirmation email for admission purpose.
  - All applications are on a first-come-first-served basis.
  - Application by fax will ONLY be accepted when payment is made by credit card. Cash is strictly not accepted. Please ensure all the particulars relating to payment are completed, otherwise the application cannot be processed. There is NO need to send in the enrolment form again if it has already been faxed to the Institute.
  - Please issue SEPARATE CHEQUE for each event.
  - NO REFUND/CANCELLATION will be entertained after the application is processed.
  - All scheduled events will be cancelled and postponed to a date to be announced in the event of typhoon signal no. 8 or above or if a Black Rainstorm warning is hoisted. For details of bad weather arrangement for CPD programmes, please refer to the Institute's homepage.
  - The Institute reserves the right to change the venue, date, speaker or to cancel the event due to unforeseen circumstances.
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  - No unauthorized audio or video recording is allowed at CPD events.

For payment by cheque, please fill-in your postal address for refund in case the event is full or cancelled.  
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