



## HKICPA/CIMA joint seminar: **Performance Management and Key Performance Indicators**

Programme Code: S140704

In financial terms, business success is measured by a continuous stream of sustainable profits. The ability to consistently deliver sound levels of profitability and cash depends upon several factors including the strength of the business model, understanding of the market place, attractive products with unique characteristics, strong and motivated managers, good operational processes and sound cost management. However, to be successful it is essential to focus on the right issues, set targets, determine priorities and install a system of control to ensure that required levels of performance can be and are achieved. Good quality information delivered in a timely manner helps to both inform and provide a basis for corrective actions. The best way to deliver such information is through carefully created key performance indicators.

- Date** Friday, 4 July 2014
- Time** 6:30 p.m. – 8:00 p.m. (Registration starts at 6:00 p.m. with refreshment)
- Venue** Hong Kong Institute of CPAs,  
27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong.
- Format** Seminar
- Language** English
- Fee** HK\$190 for HKICPA member or student; CIMA member or student; and IA/ HKIAAT member or student  
HK\$180 for online enrolment (for HKICPA members only)  
HK\$330 for non-member
- Objectives**
- Understand the relationship between operational performance and business success
  - Understand how to identify the most appropriate KPIs to determine success
  - Understand how to incorporate KPIs into a management control system
- Speaker** **Dr Aidan Goddard**, FCMA, CGMA  
Chief Operating Officer and Chief Finance Officer – Asia Pacific, L'Occitane Group
- Dr. Goddard's responsibilities in L'Occitane Group cover finance, supply chain, information technology and human resources across the entire Asia Pacific region. He has worked in a number of locations around the world before 2007 in different industries including medical, private equity, manufacturing and retail. He has extensive experience working not only in senior finance roles but also in many other management positions.
- Participants** For those who wish to know more about the Performance Management.
- Competency** Management, leadership and soft skills
- Rating** Advanced Level (Please refer to the [Institute's online CPD Learning Resource Centre](#))
- CPD hours** 1.5



To confirm your CPD booking,  
just log on to "My CPA" at  
<http://www.hkicpa.org.hk>

## HKICPA EVENT ENROLMENT FORM

Finance & Operations Department,  
Hong Kong Institute of CPAs,  
37/F, Wu Chung House, 213 Queen's Road East, Hong Kong

Please click here for online enrolment  
(for HKICPA members only)

Payment & Enrolment Status Enquiry: 2287 7381  
e-mail: [finance@hkicpa.org.hk](mailto:finance@hkicpa.org.hk)  
Fax : 2893 9853

Course Information Enquiry:  
2287 7386 / 2287 7253  
e-mail: [cpd@hkicpa.org.hk](mailto:cpd@hkicpa.org.hk)

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.

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

CIMA Membership No. (if any) : \_\_\_\_\_

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

<input type="checkbox"/> Cheque (no. _____) payable to "Hong Kong Institute of Certified Public Accountants" or "HKICPA" <sup>(6)</sup>	
<input type="checkbox"/> VISA / MasterCard	<input type="checkbox"/> BOC HKICPA UnionPay card
Card Number: _____	Card Expiry Date (MM/YY): _____
Cardholder's Name (block letters): _____	Cardholder's Signature: _____
	Date: _____
<input type="checkbox"/> I would like to have an official receipt. (Remarks: Official receipt will be sent to your email address provided above).	

- Notes:
- Membership Status: **NP** = Non-Practising, **P** = Practising, **IA** = International Affiliate, **S** = Student, **HKIAAT** = HKIAAT Student or Member, **GAA** = GAA Passport holder, **CIMA** = CIMA Student or Member, **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.
  - Your personal data collected from the enrolment process and administration of courses will be used for the purpose of the administration of the course on which you are enrolled and will be provided to CIMA for the purpose of course administration. Such data collected may be accessible by the Institute's officers, persons or committees processing the application and related matters. In addition, the Institute may use the collected data for statistical research and analysis and, if applicable, for validation of CPD hours. The Institute intends to use the personal data of your name, email address and correspondence address to inform you, where relevant, of CPD activities, members' benefits, goods, services, facilities and events organized or provided by the Institute or other organizations. Members and registered students may opt out of receiving such materials at any time by logging in via the following link <https://www.hkicpa.org.hk/en/members-area/comm-preference/>. Non-members may opt out of receiving such materials at any time by sending an email to the Institute at [privacyofficer@hkicpa.org.hk](mailto:privacyofficer@hkicpa.org.hk) or a letter to the Institute's privacy officer. For more information about the privacy policy of the Institute, please go to <http://www.hkicpa.org.hk/en/service-tools/privacy-policy/>.
  - 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.  
(Remarks: For payment by credit card, refund will be made directly to your credit card.)

Name:	Name:
Address:	Address: