



## HKICPA workshop: Strategic Planning and Forecasting for Accountants

Programme Code: W141115S

In this introduction to strategic planning, delegates will learn how to create effective, practical objectives and build them into a strategic plan. The short, medium and long-term planning concepts are discussed, including the need to balance resources, strategies and aspirations. Envisioning techniques will be explained in this workshop and include the following three major management planning tools:

- Strategic analysis and choice
- Strategy formulation and decision making
- Strategic implementation and monitoring

Without clear and effective envisioning the planning process may not see the storm clouds. From the very first step, strategic analysis and choice it becomes obvious that the senior management team needs to understand, through internal and external appraisal, its SWOT position as well as having a clear vision of its future.

**Date** Saturday, 15 November 2014

**Time** 9:30 a.m. – 12:30 p.m.

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

**Format** Workshop including practical examples & case studies

**Language** English

**Fee** HK\$750 for HKICPA member or student; and IA/ HKIAAT member or student  
HK\$1,500 for non-member

**Objectives** From this intensive workshop delegates will take away the ability to work through all the key elements necessary to create effective strategic plans.

- Be able to create practical statements of enterprise vision and mission enabling delegates to establish a meaningful focus for each budget holder.
- Delegates will learn how to apply the techniques of corporate environment and market appraisal.
- Delegates will learn about activity forecasting for strategic planning.
- The ability to select the most suitable planning horizon boundaries will be learned.

**Speaker** **W Francis Rowlands** FCMA MCIM AMIMI AAE  
Executive President, Dragon Business Skills & Development  
Past Chairman, Global Markets Committee, CIMA & awarded institute's Silver Medal

Mr. Rowlands has more than 15 years experience of working in manufacturing industries, 8 years in the motor industry and over 25 years as a business development specialist across most business sectors. He has been leading the Dragon Business coaching team for 20 years, developing practical, skills-based learning, education and development programmes; delivered and led conferences, workshops and seminars to business professionals in Beijing, Brunei, Capetown, Dubai, Hong Kong, Shanghai, Singapore, Malaysia, Qatar, Xiamen and Europe as well as the UK.

**Participants** Finance professionals with some experience of planning; and also suitable for non-financially trained managers

**Competency** Management accounting

**Rating** Intermediate to Advanced Level  
(Please refer to the [Institute's online CPD Learning Resource Centre](#))

**CPD hours** 3



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

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

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

Payment & Enrolment Status Enquiry: 2287 7381 e-mail: <a href="mailto:finance@hkicpa.org.hk">finance@hkicpa.org.hk</a> Fax : 2893 9853	Course Information Enquiry: 2287 7386 / 2287 7253 e-mail: <a href="mailto:cpd@hkicpa.org.hk">cpd@hkicpa.org.hk</a>
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**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 <sup>(1)</sup>						
1								
2								
3								
4								
<i>* Email address is for enrolment confirmation purpose. Please refer to note (2) for details.</i>							Total (HK\$)	

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)

<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, **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. 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: