How to choose the best KPIs (re-run)

Programme Code: W121114S

Where are we? Where do we want to be? How do we get there in the most cost effective way? Surely all a business has to do is answer these three questions and everything will fall into place. The reality of commerce is rather different. One of the many problems faced is the complex question of what constitutes success and how is it identified. The key will be found in having a good business plan and that plan must be both realistic and achievable.

But performance must match or exceed the plan and therefore the base data must be quantifiable. Measuring activities and output is essential to keep performance 'on track'. Everyone agrees that there is a need for information but what kind, how much and when? During this seminar delegates will explore the main differences between the KPIs that measure and those that monitor performance. This will lead to appraising the performance measures that are most useful in driving the enterprise forward.

Date	**Wednesday, 14 November 2012**
Time	**6:30 p.m. – 9:30 p.m.**
Venue	Hong Kong Institute of CPAs, 27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong.
Format	Workshop including case studies and real-world examples
Language	English
Fee	HK$750 for HKICPA member or student; and IA/ HKIAAT member or student HK$1,500 for non-member
Objectives	• Look at examples and examine key indicators in, Administration, Finance, Marketing, Organization, Production and Sales to enable finance people to explain their value • Gain clarity of the difference between measuring and monitoring • Evaluate reporting and the balance with precision/spurious accuracy • Gain a holistic understanding of actual performance against the plan and how the selection of incorrect measures can lead to bottlenecks, frustration and failures • There are several hundreds of KPIs available, some peculiar to specific industries or market sectors, whilst others are generic and essential to all, this seminar will help to show how to choose those that matter to your business. • Show how to present KPIs to avoid misunderstanding and ensure a fast and clear grasp of reality and the picture being delivered
Speaker	**W Francis Rowlands** FCMA MCIM AMIMI AAE Executive President, Dragon-IBP Asia LED Training Programmes Immediate Past Chairman, Global Markets Committee, CIMA
Participants	Delegates who are studying financial accounting control, management accounting, holding management or decision-making positions in commerce, public or charity sectors. It is also of value to those who analyze or report on business/corporate performance.
Competency	Management Accounting, Control and Performance Evaluation; Leadership and Business Strategy
Rating	Intermediate to Advanced Level (Please refer to the Institute's online CPD Learning Resource Centre)
CPD hours	3

CPD 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: finance@hkicpa.org.hk Fax : 2893 9853	Course Information Enquiry: 2287 7386 / 2287 7253 e-mail: cpd@hkicpa.org.hk	**FOR OFFICE USE**

Deadline: 7 working days before the date of the programme

No.	Membership No.	Status (1)	Full Name of Participant(s) (Block Letters)	Company	Email address *(2) (Block Letters)	Programme Code	Fee (HK$)
1							
2							
3							
4							
5							

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

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)*

❑ Cheque (payable to **"Hong Kong Institute of Certified Public Accountants"**)	
Cheque No.:	Bank:
❑ Visa / Master Credit Card	Card Number :
Cardholder's Name : (Block Letters) Date :	Card Expiry Date (month/year) : Cardholder's Signature :

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❑ Please put a "✓" if you require a receipt and indicate your choice of delivery: ❑ by email ❑ by post (to the address as shown below)	
Name :	Name :
Address:	Address :

Notes:
1. Membership Status: **NP** = Non-Practising, **P** = Practising, **IA** = International Affiliate, **S** = Student, **HKIAAT** = HKIAAT Student or Member, **GAA** = GAA Passport holder, **NM** = Non-Member.
2. 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.
3. NO ADMISSION TICKET will be issued. Please bring your HKICPA membership card or confirmation email for admission purpose.
4. All applications are on a first-come-first-served basis.
5. Application by fax will ONLY be accepted when payment is made by Visa/Master credit card. 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.
6. Cheque(s) should be made payable to "Hong Kong Institute of Certified Public Accountants". Please issue SEPARATE CHEQUE for each event.
7. NO REFUND/CANCELLATION will be entertained after the application is processed. If you are unable to attend the enrolled programme, you may nominate a substitute to take your place, provided that the Institute is notified in writing at least two working days prior to the event date.
8. 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.
9. The Institute reserves the right to change the venue, date, speaker or to cancel the event due to unforeseen circumstances.
10. All personal data collected from the enrolment process, and administration of the CPD Programmes will only be used for the purpose of the administration of the course on which members are enrolled. In addition, the Institute may use the collected data for statistical research and analysis, for keeping members informed of its services and other uses internally.