



# CONNECT VIRTUAL CFO Leadership Summit

8-12 November

## Industry Context

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We are entering a new world. The role of the CFO has been evolving for years but, accelerated by the pandemic, finance leaders are now taking up new responsibilities at the heart of the organisation. Executives must now take leading roles in developing projects relating to strategy, sustainability, culture and digitisation to ensure the long-term stability of their companies. As we head into a post-pandemic landscape – itself bringing uncertainty – finance leaders around the world will have to face new challenges relating to regulation, workforces and, hopefully, a return to growth. With many priorities for CFOs appearing both challenging and time-consuming, it's imperative that executive teams get on the same page about the future of their organisations to meet the demands of changing consumer, workforce and digital trends.

Quartz is proud to present the Connect CFO Leadership Summit which will tackle themes such as:

- Leadership challenges post-Covid
- Financial process optimisation
- Change management and building agility
- Financial vision and strategy

## About The Event:

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8-12 November | UK & Europe, On-Demand (Virtual)

The Connect CFO Leadership Summit agenda runs alongside and adds context to, thousands of 'invitation-only' One2One solution meetings which are curated and attended throughout the week. All presentations are pre-recorded and made available on-demand to event attendees and on the Quartz Network.



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## **Achieving the Latest CFO Priorities in a Post-Pandemic World**

There's no doubt that the pandemic accelerated a number of trends for CFOs. Issues such as digitisation have come to the fore with unforeseen importance and while the priorities themselves are clear, achieving them appears both time-consuming and challenging. This session will take you through how you can make sure you achieve the hard-to-achieve as we start to move into a post-pandemic world.

### Key Takeaways

- How are priorities evolving for finance leaders?
- Effectively communicating challenges to the C-suite
- Achievable timelines for time-consuming projects

## **Maximising Employee Engagement in a Blended Working Environment**

Finance leaders are starting to have more of a say in culture and how employees interact with their organisations. Ensuring that employees are engaged is emerging as a leading item on the CFO agenda so it's crucial to work with HR teams to amp up existing employee experience to keep delivering exceptional value.

### Key takeaways:

- Workforce trends for the next 12 months
- Tools to enable collaboration and communication
- Upskilling finance teams to meet new digital skills requirements



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## Cyber: Managing the Intangible Risk

Advancements in technology in correlation with the sudden shift to a remote workforce put cyber risk well and truly in the spotlight. CFOs are now starting to work closer with Information Security teams to understand and mitigate the risk of cyber attacks – which can be hugely damaging for any business.

Key takeaways:

- What challenges relating to cyber risk are emerging?
- The effects that inactivity can have on your organisation
- Case studies of successfully mitigating and managing cyber threats

## Investment Priorities for 2022 and Beyond

Low interest rates have affected anyone with a portfolio. But as investment still remains a key facet of the CFO job description, interest rates are on the mind of anyone looking to secure the long-term health of their business. Keeping up with market trends among plenty of uncertainty is going to be of paramount importance as this could be the big difference between whether your organisation can increase top-line growth in the long-term.

Key takeaways:

- Market trends for CFOs to focus on for the next year
- Which investments are going to generate ROI and which ones to avoid
- Where is the low-hanging fruit vs longer-term propositions?



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## Breaking New Ground: Driving the Digitisation Agenda Forward as a Finance Leader

Digitising at scale is no longer an optional addition. It is now fundamental to your company's strategy. But with so many options to choose from and routes to take, it can be hard to make sense of everything through all the noise. Different tech choices will all have distinct impact on organisations' ability to succeed so it's vital to understand what your key issues are in your organisation and how you can improve them before you take the plunge and take the chequebook out.

Key takeaways:

- Why a first-class digital strategy is key to your business' long-term health
- Selecting appropriate tools to increase top-line growth, efficiency and collaboration
- Build vs Buy: Which route should you take?

Matt Dixon, Head of IT Finance, Telefonica (O2)

## Filling in the Digital Skills Gap

As digitisation increases across businesses around the world, it would be a mistake to forget about the workforce who make your organisation a success. As organisations adopt more technology, you need to upskill your workforce so that they are able to keep realising great projects and where specialists are needed, find them as quickly as possible!

Key takeaways:

- How to evolve your finance team to align with technology implementation
- Overcoming legacy processes and skills
- Finding new talent to meet new team demands while implementing new tech and processes



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## **The Organisational & Cultural Aspects of Digital Transformation**

- Digital transformation, is it an opportunity or a threat?
- How do you define the role of the CFO in identifying new digital opportunities ?
- What is “operational backbone” and how important is it for the company’s success in digital transformation?
- How can traditional companies leverage agile business models?
- What type of leadership is required in a post-COVID world?
- Speaker: Natalia Barseguyan, NED, Domino’s Pizza UK&I

## **Leveraging Technology to Disrupt the Finance Function**

With great times of disruption comes great opportunity to deliver better value and better outcomes. As CFOs become a much more important value creators, there is now huge potential to create a new finance team that delivers improved outcomes for their organisations.

Key takeaways:

- What changes to finance teams are we seeing across the board?
- Creating a culture of innovation that embraces change
- Failing fast and adopting new technologies that deliver better outcomes



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## Implementing AI for More Accurate Pricing

AI is already showing great potential for improving pricing. Done right, AI can improve the way that you analyse customer data to optimise price points, which your customers will surely thank you for. This session will teach you best practices for the integration process and the pitfalls you can avoid along the process.

Key takeaways:

- Getting the most out of customer transaction data
- Improved segmentation of customers
- Using advanced analytics to accelerate and optimise pricing

## Agile Planning & Forecasting

- Nurturing Agility to thrive in increasingly uncertain and rapidly changing markets

Michel Hofland, Group Finance Controlling Director, Urgo Group

## How to Thrive Amid the Transition from LIBOR

It's on its way! On 31st December, LIBOR's end will rear its ugly head and shall be no more. It's up to CFOs to make the choice on how to move forward with alternative systems. It's not all doom and gloom though. While other systems haven't necessarily shown the same capabilities as LIBOR, there are ways that your business can both survive and thrive among all the change.

Key takeaways:

- Which framework is the right alternative to LIBOR?
- Identify vulnerabilities in your organisation to help identify alternative systems
- Keeping up with timelines to avoid catastrophe



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## Utilising DevFinOps to Improve Almost Everything

DevOps has been gathering steam for a number of years now – and for good reason. As a CFO, a DevFinOps approach can yield some pretty incredible benefits for your team and your organisation as a whole, making sure that costs are optimised while delivering projects more efficiently and improving security.

Key takeaways:

- How DevFinOps can help with siloed projects and teams
- How can you cut costs and improve operational efficiency using DevFinOps
- How can this approach improve your IT security

## Forecasting with Supercharged Data Use

Improving the way that the CFO function uses data for forecasting is a hot topic for good reason. With models in line for sweeping changes, leveraging traditional and alternative data sources can prove invaluable to your organisation – as long as you're getting the right insights from the data first!

Key takeaways:

- How to identify useful data among the many sources
- Improving data-visualisation across teams and business
- Making use of real-time data for decision-making



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## Your Data Strategy as a Finance Leader

Data. Its volume is growing at an exponential rate and is not showing any signs of stopping. Implementing analytics within your business to get a single view of your customer will be a crucial step for improving outcomes and customer experience.

Key takeaways:

- Leveraging data analytics to find truthful insights
- Improve data visualisation across your business
- How to build an architecture that facilitates data use and processing

## Adapting to New Operational Norms

There's no doubt about it, the world is in a very different place. There have been game-changing operational reforms to align with the distributed workforce and finance leaders across the globe will have to adapt accordingly. Processes, technology and people-management all need revisiting to maintain competitive advantage in the future.

Key takeaways:

- Managing cross-organisational working routines
- Building flexible infrastructures and workforces that can adapt to change





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## Returning to Growth Amid Uncertainty

It's time to get optimistic about growth potential. While there is still plenty of uncertainty looming, CFOs can now start to look more positively about the future. However, the right targets need to be set – and communicated to the board – and the decisions need to be made about revenue streams to ensure that your business thrives.

Key takeaways:

- Why should finance leaders be optimistic about potential for growth
- How to set achievable targets for growth for the whole business
- Rebuilding revenue streams as well as building new streams to increase revenue

Amr Seoudy, Global Finance Director, Mars Inc.

## New M&A Strategies and How to Implement Them

The landscape for M&A certainly looks an interesting one. While the investment might look a little perilous, the projects themselves are changing in their make up and now is the perfect time to plan and start executing to ensure success.

Key takeaways:

- How M&A projects are changing as a result of 2020/2021
- Why now is the time to act to ensure successful M&A
- How M&A projects can thrive despite low-interest rates



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## **Boosting Resiliency Among Your Finance Team in Times of Uncertainty**

Understandably, resilience has become a key word in recent times. All businesses around the globe showed their potential for resilience and flexibility to adapt to the need for changing working norms. There is still plenty of potential for disruption though and resilience will become a fundamental trait of finance teams.

Key takeaways:

- Why resilience will be key to the finance team of the future
- Make sure your finance department can excel in transformational periods
- Embed flexibility into your team's culture

## **ESG: Adopt to Adapt**

ESG is top of mind for many CFOs worldwide. There will be more regulatory eyes than ever on businesses as they look to improve company performance in this area. It's not just regulations that are driving this change, however. Potential employees will be looking at ESG performance so better outcomes can help drive recruitment as well as improve your brand.

Key takeaways:

- How greater scrutiny on ESG will affect finance leaders
- Implementing long-term ESG strategies to improve employer branding
- Building robust systems for collecting and acting on ESG data



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## What Will the Finance Team of 2025 Look Like?

The role of the finance department has already gone through massive changes over the last decade. Now playing a role in almost all areas of the business, CFOs will have to adapt to external forces and pressures which will play huge roles in changing the definition and structure of finance teams.

Key takeaways:

- What skills gaps will finance leaders have to account for?
- How will teams further augmented by technology operate?
- What social/economic trends will CFOs have to adapt to so they can enable these changes?

## The Other Pandemic: Boosting Employee Wellbeing

The issue of mental health has been growing for a number of years. The focus on this grew to unprecedented levels over the pandemic and now employee wellbeing has to be a top priority. Employees in a blended workforce will need different support from before and CFOs will have to play their role in ensuring this is actioned successfully.

Key takeaways:

- How can you ensure good quality of working life for employees?
- Support employees suffering from more severe health issues resulting from Covid
- Ensuring new parents feel welcomed into new working environments



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## **From Diversity to Dollars: Embedding DEI in Your Team**

DEI has been proven to improve so many outcomes in a business environment. Diversity of thought, opinion and problem-solving attitudes will help innovation and productivity so it's crucial to execute a successful DEI strategy to get competitive advantage.

Key takeaways:

- How diversity fosters innovation and creates competitive advantage
- Empowering employees to solve problems and thrive
- Elevating company reputation both internally and externally

## **The Importance of a Truly Customer-Focused IT Department to Support the New Remote Working Norm**

At EDF UK the Enterprise IT function reports to the CFO and has direct accountability for EDF UKs enabling IT services. Over the last 2 years we've been changing the way we provide IT with less of a focus on Capital investment and asset management and more of a focus on user experience, collaboration and productivity. One trigger for this change was a visit I made to our UK customer contact centres in Sunderland which set in train a series changes that ultimately meant the IT team were able to respond with agility and bias to action to the challenges of moving a workforce from office to home working, almost overnight, in response to the Covid-19 pandemic.

Rob Guyler, CFO, EDF Energy



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## Long-Term Strategies for Finance Leaders

With economic uncertainty showing few signs of coming to an end, it can be easy to stay focused on the short-term objectives. Here we'll uncover what your long-term strategies should be and how you can evolve and adapt to meet changing needs and expectations.

Key takeaways:

- What will shape the future for CFOs globally?
- How will we define the CFO role of 2030?
- What can CFOs do today to ensure long-term success for their organisations?