

Monday, June 10 2019

6/10 7:00AM–7:50AM

NAA19ER01. Protecting the Privacy of Critical Data (NAA, FIN)

Thomas Patterson - *Senior Director, NTT Data Services, Inc.*

An organization's data is oftentimes thought of as its most valuable asset, yet many entities struggle when it comes to protecting that data. This is especially true when it comes to the personally identifiable data of customers, trading partners, and employees. This session will explore the topic of data protection and provide attendees with a greater appreciation of the potential difficulties one may encounter when attempting to create a data protection strategy, data handling procedures, control activities, and the types of technical tools available in the market about which CPAs should be aware.

Learning objectives:

- 1) Leave participants with an in-depth understanding and increased appreciation of the challenges organizations face when designing and implementing a robust data protection strategy and methods
- 2) Provide participants with recommended steps for identifying an organization's critically important and most valuable data, identifying the types of controls that can help protect the integrity and privacy of that data, and technologies available in the market that can help prevent and detect data breaches and related data losses

Tuesday, June 11 2019

6/11 7:00AM–7:50AM

FIN19ER01. Creating a Data-Driven Business Strategy

Anton Duvall

6/11 8:00AM–9:15AM

FIN1901. Excellence & Innovation Acceleration: Unleashing the Power of Great People and Organizations

Jose Pires

In a fast-changing world, how do you build a culture where extraordinary innovation becomes ordinary? A culture that lasts and consistently delivers exponential leaders, growth and value creation. The key ingredients to innovation acceleration are not what you see portrayed most often in the media. Great, enduring organizations know what it really takes to create and, most importantly, scale innovation. We will explore how to blend disciplined innovation methods with elements of venture capitalism, crowdsourcing and collaborative leadership to deliver rapid and sustainable business improvements and innovations in any industry. This high energy session will engage the audience in powerful collaborative leadership principles applied to business improvement and innovation. In the “Need for Speed” challenge, participants will collaborate to innovate in real time and “make the impossible, possible.”

Learning Objectives:

- 1) How to build a sustainable culture of Excellence & Innovation anywhere in the world
- 2) How to identify or develop highly engaged innovators and entrepreneurs in your organization
- 3) How to select, prioritize and accelerate high impact, innovation projects

6/11 9:30AM–10:20AM

FIN1902. How to Build and Support a Team of Innovators

Dhiraj Cherian - *CFO, Panasonic Automotive*

Jose Pires

How do you build and support teams of innovators in your organization? Panasonic Automotive's Chief Financial Officer, Dhiraj Cherian, will share insights and best practices on a live interview moderated by Global Excellence & Innovation Leader, Jose Pires. Dhiraj brings a global perspective and long-term vision from doing business in Asia, Americas, Europe, and Middle Eastern regions. He is results-driven and commercially focused, with a leadership presence to motivate and build trust across multi-functional and multi-cultural teams. He has an excellent track-record of delivering improved financial profitability and performance, increased productivity, and enhanced controllership.

Learning Objectives:

- 1) How to build and support teams of innovators in your organization
 - 2) Insights and best practices on organizational innovation acceleration
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6/11 11:20AM–12:10PM

FIN1903. Creating a Framework for Cross-Functional Collaboration and Business Partnering Success

Nicole Long

6/11 1:25PM–2:40PM

FIN1904. The Future Workforce

Ross Sparkman - *Head of Strategic Workforce Planning, Facebook*

6/11 3:40PM–4:30PM

FIN1905. Session to be announced - presented by PWC

6/11 3:40PM–4:30PM

ENG1913. Blockchain, Part 1: The ABCs of Digital Disruption: B is for Blockchain (PST, NAA, FIN)

Kacee Johnson - *Strategic Advisor, CPA.com*

Blockchain is regularly viewed as one of the emerging technologies that will cause disruption within the accounting profession. It's potential to change the way the world does business is real, but a clear understanding of exactly what blockchain is, has not been established mainstream. This session will present a brief overview of the history, function and benefits of blockchain technology. We will then explore the current state of blockchain technology, practical application, and how this innovation may impact the development and function of the accounting profession. Finally, we will identify some of the new ways that accounting firms will be building advisory services around the emerging trend.

Learning Objectives:

- 1) Recall the definition, origin and functions of blockchain technology
 - 2) Identify the benefits and regulatory implications
 - 3) Evaluate accounting functions that are or will be leveraging blockchain technology, now and in the future
 - 4) Explore the opportunities in new advisory services for firms around blockchain
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6/11 4:45PM–6:00PM

FIN1906. How can Finance Help Build and Support an Insights-Driven Digital Business?

Rakesh Amerineni

6/11 4:45PM–6:00PM

ENG1916. Blockchain, Part 2: What's Next (PST, NAA, FIN)

Amanda Wilkie - *Consultant, Boomer Consulting, Inc*

Do you understand the impact and opportunity blockchain offers the accounting profession? Are you asking "how" this innovative distributed technology will accomplish disruption and disintermediation of the world's current business models? This session provides blockchain believers and skeptics a deeper dive into the technology as we explore its role in tools, such as Smart Contracts, Decentralized Applications, and self-sovereign identity, along with the forthcoming disruption that will accompany these tools.

Learning objectives:

- 1) Receive in introduction to Smart Contracts, Decentralized Applications, and Self Sovereign Identity
 - 2) Understand how blockchain is applied in these innovative concepts
 - 3) Gain awareness of when these new tools will impact public accounting
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Wednesday, June 12 2019

6/12 11:30AM–12:45PM

FIN1907. How to Develop the Optimal Finance Operating Model which is Right for your Business

Ime Ekanem
Attila Dobai

6/12 4:50PM–6:05PM

FIN1908. Transitioning CFO to Co-Pilot /Strategic Enabler

Anais Lempereur

6/12 4:50PM–6:05PM

FIN1909. Analytics for the Finance Function - LinkedIn Showcase

Pedro Morais

Thursday, June 13 2019

6/13 7:00AM–7:50AM

FIN19ER02. Operating Technology as a Business

Henry Rosin

6/13 7:00AM–7:50AM

FIN19ER03. Building an Agile Finance Function

6/13 9:30AM–10:45AM

FIN1910. Steps to Powering a Digital Culture and Mindset in the Finance Function

Anton Duvall
Anais Lempereur

6/13 9:30AM–10:45AM

FIN1911. AI 101: how to have more meaningful conversation within the business

Ed Cannon

6/13 11:15AM–12:05PM

PST1940. How the Firm of Tomorrow is Using Data Today (PST, FIN)

Glen Keenan - *President & COO, XCM Solutions*

Our future relevance depends on our ability to do the things the machines can't do –to interpret the numbers, to tell the stories behind the numbers and make our clients future-ready at the same time," said Tom Hood executive director of the Maryland Association of CPAs and its learning and innovation affiliate, the Business Learning Institute.

As digitalization, artificial intelligence, and machine learning continue to automate work, best-in-class firms are increasingly looking for new ways to leverage technology to help differentiate and scale up their businesses. The firm of tomorrow is no longer focused on harvesting data—they have algorithms for that –instead they are exploring new ways to analyze and interpret this data to drive the business forward.

In this session, you will learn:

- 1) How to use data derived from your workflow platform to increase productivity and grow revenues in your firm
 - 2) KPI's to increase capacity and productivity in your firm
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6/13 11:15AM–12:05PM

FIN1912. Next Generation Financial Accounting and Reporting

Nigel Franklyn

6/13 1:15PM–2:30PM

PST1942. Robotic Process Automation (RPA) and Artificial Intelligence Concepts and Use Cases for CPAs (PST, FIN)

Brian Tankersley - *Director, Strategic Relationships, K2 Enterprises*

One of the hottest topics in accounting today is the use of robotic process automation (RPA) and artificial intelligence (AI) to automate business processes. While these technologies are new to many small and mid-sized businesses, they have both been deployed by some Fortune 500 companies for many years. This session covers basic terms and principles, discusses some of the related tools available today, and provides a roadmap to help attendees get started with these revolutionary technologies.

Attend this session to learn how you can revolutionize your business with intelligent automation. Major topics for discussion include a) key terms and concepts associated with RPA and AI; b) major application platforms and suites used to implement next generation automation strategies; and c) use cases and strategies for using these technologies.

Upon completing this session, attendees should be able to perform the following tasks:

- 1) Define key associated terms, including robotic process automation, artificial intelligence, bots, scripts, and chatbots
- 2) Name at least two RPA platforms available today, and explain at a high level the process of creating a Bot with these toolsets
- 3) Describe the capabilities of low-code and no-code solutions and differentiate the capabilities of these tools with traditional programming tools
- 4) Explain what kinds of tasks are suitable for early automation efforts, and what processes will require more sophistication

6/13 1:15PM–2:30PM

FIN1913. Is your Economic Moat Running Dry? Defending Yourself in the Age of Disruption

Attila Dobai

In prior decades our businesses have been able to depend on an economic moat for defense of our profit formulas. The age of disruption has proven that no business is safe. Near monopolies and oligopolies have been or will be disrupted.

In this talk, Attila Dobai will cover the concepts of the economic moat, disruptive strategy and innovation, and the Continuous Business Transformation Roadmap to help you understand why your economic moat is running dry and what you can do to keep your business safe in these challenging times.

Learning Objectives:

- 1) Learn why our economic moats are running dry
 - 2) Learn how to refill your economic moat: driving a culture of innovation
 - 3) Learn about the Continuous Business Transformation Roadmap
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6/13 2:45PM–4:00PM

PST1947. Starting Your Analytics Journey ? What You Need to Know to Ensure Success (PST, FIN)

Erick Kirchner - *Senior Managing Consultant, Epicentric Consulting*

In this session we will explore burning questions in the world of analytics including: What is the definition of analytics; what business questions does analytics help solve? What are the different types of analytics - Hype v. Reality? What options do you have related to access of analytics related resources and technologies? The pros and cons of Outsource vs. Insource; How do you measure analytics values/success?

Learning objectives:

- 1) Understand the different types of analytic technologies and how they apply to business scenarios
- 2) Learn how to apply analytics to solve business questions and create value
- 3) Discover how to measure analytics values and successes
- 4) Learn what skills, resources, and training are needed

6/13 2:45PM–4:00PM

FIN1914. Data Visualisation and the Art of Storytelling the Business Performance

Joan Rockey

6/13 4:15PM–5:05PM

FIN1915. Better Forecasting for Quicker Decision Making

6/13 4:15PM–5:05PM

FIN1916. Management Reporting and Analysis; Heightened Performance Management in the Cloud
