



## Financial Planning Process

Programme Code: S091007S

<b>Speaker</b>	<b>Mr. Michael Cheung</b> CFA, CPA Regional Finance Director of Disney-ABC International Television – APAC Mr. Cheung oversees financial planning and reporting processes for the distribution of Disney branded channels and the licensing of branded and non-branded entertainment to free-to-air, cable and satellite broadcasters and mobile, broadband and Video on Demand (VOD) platforms across the region. He works in close business partnership with regional sales executives on commercial strategies and analysis as well as participating in key deal negotiations. He joined Disney from his role as Vice President, Business Operations at STAR Group (a Newscorp group company), overseeing financial planning and commercial analysis of advertising sales and distribution of STAR Channels across Asia Pacific territories. Prior to joining STAR, Michael qualified as a US CPA with a Big 4 accounting firm.
<b>Date</b>	Wednesday, 7 October 2009
<b>Time</b>	6:30 p.m. – 8:00 p.m.
<b>Venue</b>	Hong Kong Institute of CPAs Training Centre, 27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong
<b>Enrolment fee</b>	HK\$190 for HKICPA member or student; and IA/HKIAAT's member or student HK\$180 for online enrolment HK\$330 for non-member
<b>Language</b>	English
<b>Format</b>	Seminar
<b>Subject</b>	Accounting, Corporate Finance, Leadership Skills & Language
<b>Level</b>	General - for delegates who do not have prior knowledge of the subject area
<b>Target Audience</b>	Financial/ Business Analysts, CPAs, Students
<b>CPD credit</b>	1.5 hours

### About the programme

Accurate and timely financial planning is critical to a company's growth and overall success. Financial planning also encourages forward thinking and looks into future market trends/ projections. The business plan is built from a top down and bottom up approach with the involvement of all key business units/ departments. It sets the basis for management decision making on resource allocation, capital investment and business growth strategies.

Financial analysis and performance indicators help to keep track of business performance against targets and to identify areas/ issues for further investigations and timely action plans.

In this seminar, Mr. Cheung will give an overview of financial planning processes, highlighting the key components of a strategic financial planning framework. He will share his real life experiences in managing multinational companies' financial planning processes. Participants are encouraged to discuss the financial planning and analytical tools to further enhance the understanding of the process.