Forecasting, Budgeting and Cost Control Training

Effective Forecasting, Budgeting and Cost Control will improve and maximise your budgeting plans to meet up with competitive business expectations.

Doha
21st & 22nd January 2009

"So I come before you with a budget that is honest in its discussion of our challenges, creative in its possible solutions, compassionate in its commitment to our most vulnerable, and balanced on the bottom line."
James H. Douglas

The non-financial and financial sectors of today will definitely need to be equipped with current yet relevant forecasting and budgeting tools as well as concepts to achieve their business goals within the set time frame as well as meet up to high performance and profit expectations.

Testimonials about Christiaan Vorster from previous trainings

"The training was really wonderful and informative. I look forward to the ideas gained through this course can be used to improve our existing policies on budgeting and financing forecasting"
Portfolio Manager
Geoscience Testing

"The trainer puts effort to develop and share budgeting and forecasting knowledge to the people. I appreciate it."
Bidding Manager
Energy & Power Construction Company

"His passion for finance is very clear during the presentations. This made the course most enjoyable for us."
"He facilitated in a participative learning approach. An excellent facilitator and knows his work very well"

Benefits of attending

• Optimising the organisation’s budgeting ability to anticipate possible changes in revenues and return in times of fluctuation due to climate, seasonal, political and financial factors.
• Analysing the fundamentals of Financial Management and where budgeting fits into the bigger picture
• Developing a forecast for sales and gross profit with consideration towards all the various internal and external factors that are relevant to the forecast.
• Differentiating data for costing purposes from the data required for external accountability and that which is required to provide management with timely insights to making better decisions.
• Reviewing the common mistakes made during finalising forecasting results and its effects towards the organisation.
• Gaining confidence in the cost control and forecasting tools through the Double-Loop Feedback which incorporates feedback around internal business process outputs as well as the outcomes of business goals and strategies

Facilitated by the renowned financial management expert

Christiaan Vorster Registered Chartered Accountant (South Africa) and Lecturer
School of Management Studies, Faculty of Commerce
University of Cape Town.

Key projects conducted by the expert trainer

Since 2005 Christiaan Vorster has been involved in facilitating advanced management courses:
• Managing for Value (Barclays Bank - Africa)
• Project Cost Management - course development and training (Denel)
• Financial Management (Sandvik)
• Business Finance and Information Management (Mittal)
• Financial Management (Telkom Management Development Programme)
• Building Business Acumen - Finance Section (UCT Graduate School of Business Post Graduate Diploma in Management)
• Learnership in Public Sector finance (Various South African Government Departments)

In 2006 he was also contracted with Galileo Capital, a financial services provider, managing a variety of projects, mainly in the area of developing and implementing various financial credit extending strategies in the agricultural sector.

Benefits of attending

• Optimising the organisation’s budgeting ability to anticipate possible changes in revenues and return in times of fluctuation due to climate, seasonal, political and financial factors.
• Analysing the fundamentals of Financial Management and where budgeting fits into the bigger picture
• Developing a forecast for sales and gross profit with consideration towards all the various internal and external factors that are relevant to the forecast.
• Differentiating data for costing purposes from the data required for external accountability and that which is required to provide management with timely insights to making better decisions.
• Reviewing the common mistakes made during finalising forecasting results and its effects towards the organisation.
• Gaining confidence in the cost control and forecasting tools through the Double-Loop Feedback which incorporates feedback around internal business process outputs as well as the outcomes of business goals and strategies

marcus evans training courses are thoroughly researched and structured to provide intensive and practical training. Benefits include:

• A unique programme format combining real-world practical case study examples, hypothetical scenarios, role-playing, group exercises and tutorial style presentations with a focus on collaborative and interactive learning
• Strictly limited numbers to facilitate group interaction and individual focus
• Detailed pre-course questionnaire to help tailor the agenda to the needs of participants

*Early Bird & Group Discounts
Ask about our savings

Book before 21st November 2008 pay only USD2,745 + GST/VAT (if applicable) per delegate
Book after 21st November 2008 pay full price USD2,945 + GST/VAT (if applicable) per delegate

marcus evans
professional training

Official Business Magazines

C I L F b u s i n e s s

Middle East MICE & Events

Official Strategic Information Partner

Business Intelligence
Middle East
www.b-i-me.com

"So I come before you with a budget that is honest in its discussion of our challenges, creative in its possible solutions, compassionate in its commitment to our most vulnerable, and balanced on the bottom line."
Wednesday 21st January 2009

**Reinforcing Your Budgeting Strategies**

**Session One**
Reviewing the accounting processes leading to the financial statements in the form of the Balance Sheet, Income Statement, Statement of Changes in Equity and the crucial Cash Flow Statement

- Analysing the fundamentals of Financial Management and where budgeting fits into the bigger picture
- Discovering important links of the financial statements with the overall budgeting plan of an organisation
- Examining the various budgeting plans and situations where a cash flow statement is required

**Case Study and interactive session:** Covering broad-spectrum Budgeting and Financial Statements

**Session Two**
Employing Capital Budgeting concepts to ensure more efficiency in the allocation of scarce resources

- Examining criteria for Capital Budgeting decisions on long-term investment projects
- Creating an effective Capital Budgeting framework based on leading practices and avoiding common pitfalls
- Optimising the organisation’s budgeting ability to anticipate possible changes in revenues and return in times of fluctuation due to climate, seasonal, political and financial factors

**Case Study and interactive session:** Covering Long-term Capital Budgeting

**Session Three**
Establishing budgeting and profit planning techniques to acquire, finance and distribute the required resources and to achieve the required profit expectations

- Targeting and reaching achievable goals through a proper profit planning system
- Developing a forecast for sales and gross profit with consideration towards all the various internal and external factors that are relevant to the forecast
- Estimating net profit effectively to determine whether or not the projected return on investment is satisfactory
- Exploring alternative budgeting techniques like zero based budgeting for possible reduction of costs and expanding profits

**Case Study and interactive session:** Covering detailed Short-term budgeting

**Session Four**
Being aware of Financial Analysis and Ratios principles, which can be applied to strengthen the budgeting system

- Understanding the principles behind the ratio analysis covering:
  - Profitability ratios
  - Liquidity ratios
  - Efficiency ratios
  - Gearing Ratios
  - Market ratios
- How the above ratios are formulated together in the Du Pont analysis to strengthen the budgeting plan

**Case Study and interactive session:** Covering planning and budgeting controls through Ratio Analysis

**Programme Schedule**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>0830</td>
<td>Registration and Coffee</td>
</tr>
<tr>
<td>0900</td>
<td>Morning Session Begins</td>
</tr>
<tr>
<td>1030 - 1050</td>
<td>Morning Refreshments and Networking Break</td>
</tr>
<tr>
<td>1300</td>
<td>Networking Luncheon &amp; Prayer</td>
</tr>
<tr>
<td>1400</td>
<td>Afternoon Session Begins</td>
</tr>
<tr>
<td>1530 - 1550</td>
<td>Afternoon Refreshments &amp; Networking Break</td>
</tr>
<tr>
<td>1700</td>
<td>Course concludes</td>
</tr>
</tbody>
</table>

**About the training facilitator**

Christiaan Vorster Registered Chartered Accountant (South Africa) and lecturer School of Management Studies, Faculty of Commerce University of Cape Town.

Christiaan Vorster obtained a B Comm (Hons) Accounting degree from the Rand Afrikaans University in 1995 and went on to complete his Chartered Accountant, CA (South Africa) qualification the following year. After graduating his professional career commenced with the international audit, consulting and financial advisory firm of Deloitte & Touche (currently named Deloitte). Core clients managed included the South African Reserve Bank, Reunert Consumer and Commercial, Industrial Development Corporation, Weenen Stene and Bidulps Removals. Thereafter, in the course of his professional career, he was involved in the management of various international projects focusing primarily on financial project evaluation, budgeting and project cost management and was based in the United Kingdom, Netherlands and South Africa. Companies worked for included TNT International, NZPL, SCM B and Binx Limited.

Christiaan Vorster is a lecturer in a fixed term contract in the School of Management Studies, Faculty of Commerce, at the University of Cape Town (UCT). He is the convener of the course Business Finance and lectures some specific Corporate Finance topics to students in their B Bus Sc (Finance Honours) course (e.g., Technical Issues in Capital Investment Appraisal and Risk Management in Capital Projects). Financial consulting and ad-hoc financial valuations are performed on a continuous basis. He has been a member of the South African Institute of Chartered Accountants since 1996.

Most recent experience:
During 2001 Mr. Vorster joined the University of Pretoria as a senior lecturer, firstly in the School of Accountancy, then in the Department of Financial Management, where he was employed until 2005. He lectured for students studying to become Chartered Accountants. His forte of subjects included:

- Financial Management, including Valuations (time value of Money, Capital Budgeting, Risk and Return), Management Accounting, Budgeting, Cash Flow Analysis, Financial Analysis, etc.
- Project Cost Budgeting and Management.
- General Management Strategy (Strategic Level - CIMA).

He was contracted by African International Consulting in 2005 to advise on financial project evaluation, project execution strategy and project cost budgeting and cost management. Since 2005 he was involved in facilitating advanced management courses, among others:

- Managing for Value (Barclays Bank - Africa)
- Project Cost Management - course development and training (Denel)
- Financial Management (Sandvik)
- Business Finance and Information Management (M Ita)
- Financial Management (Teikom Management Development Programme)
- Building Business Acumen - Finance Section (UCT Graduate School of Business Post Graduate Diploma in Management)
- Learnership in Public Sector finance (Various South African Government Departments).

During 2006 he was also contracted with Galileo Capital, a financial services provider, managing a variety of projects, mainly in the area of developing and implementing various financial credit extending strategies in the agricultural sector.

Mr. Vorster is currently appointed as a lecturer in a fixed term contract in the School of Management Studies, Faculty of Commerce, at the University of Cape Town (UCT). He is the convener of the course Business Finance and lectures some specific Corporate Finance topics to students in their B Bus Sc (Finance Honours) course (e.g., Technical Issues in Capital Investment Appraisal and Risk Management in Capital Projects). He is also currently in his final year of further studies to obtain a Masters degree in Financial Management at UCT. Financial consulting and ad-hoc financial valuations are performed on a continuous basis. Mr. Vorster has been a member of the South African Institute of Chartered Accountants since 1996.

**Why you cannot miss this event**

The fast paced business environment in the Middle East is definitely in need of thorough knowledge on effective budgeting. Keeping in mind of high costs incurred due to logistics and unexpected expenditures, effective budget management must maintain a strong balance in allocating resources, drive and track revenues, project cash flows and to prevent cash crunch situations from developing.

This issue is definitely an area of interest in the Middle East, especially in the areas of forecasting and budgeting. Important and updated information on ensuring efficiency in the allocation of scarce resources, achieving required profit expectations, correct estimation of sales and expenses as well as the link between budget maintenance and employee empowerment will be addressed.

This 2-day training event will provide a unique platform for practitioners and industry experts to learn and share effective forecasting, budgeting and cost control strategies implemented regionally and internationally.

**Marcus Evans** would like to thank everyone who has helped with the research and organisation of this event, particularly the trainer, who has kindly committed and supported the event.
Further exploration in Forecasting, Cost Control and Behavioural Issues

**Session One**
Making the most out of calculating costs including inventory using budgetary control via Activity Based Costing and Standard Costing systems

- Differentiating data for costing purposes from the data required for external accountability and that which is required to provide management with timely insights to making better decisions
- Examining the main differences and benefits between Activity Based Costing and Standard Costing Systems as well as evaluating the effectiveness of each system
- Avoiding too many fine levels of detail, which can backfire by appearing complicated and impractical to sustain

**Case Study and interactive session:** Covering Activity Based Costing and Standard Costing

**Session Two**
Discovering various forecasting techniques that will provide correct estimations for sales, expenses and other budgeted items

- Outlining the significance of the sales budget and methods of accurately forecasting sales volumes with implied savings on time and money in the long run
- Recognising the unique differences between subjective forecasts and the mathematical forecasts as well as useful application methods that can make a positive difference
- Reviewing the common mistakes made during finalising forecasting results and its effects towards the organisation

**Case Study and interactive session:** Covering various Forecasting Techniques

**Session Three**
Reaping the benefit of implementing the Balance Scorecard towards cost control and forecasting for realistic financial figures

- Understanding the balance scorecard methodology and its application in cost control and forecasting
- Gaining confidence in the cost control and forecasting tools through the Double-Loop Feedback which incorporates feedback around internal business process outputs as well as the outcomes of business goals and strategies
- Providing quantitative inputs to forecasting methods and models for decision support systems and thereby creating a platform for realistic financial estimation and achievable expectations

**Case Study and interactive session:** Summary and Implementation

**About the Official Strategic Information Partner**

Business Intelligence Middle East (www.bi-me.com) is a new and fast-growing business portal providing quality news, analysis and reports from the Middle East region. The site covers 11 different business sectors across 16 regional countries in a fast and factual style with clean and easy to navigate pages. This site is primarily free with subscription areas for deeper level of reports. Registration is fast and free and ensures direct delivery to your inbox of our four times a week eNewsletter, the easiest way of keeping updated on developments in the Middle East. To sample the site please go to www.bi-me.com.

**About the Official Business Magazines**

Celebrating 10 years of publication, Gulf Business has remained the region's premier English-language business magazine. Gulf Business's country reports, landmark features and inclusive analysis of business news reflects the local market like no magazine has done before.

The definitive Middle East publication for meetings, incentive travel, conferences, exhibitions and events.

Middle East MICE & Events provides authoritative, informative and educational content for MICE bookers and event planners, hospitality industry professionals, venue managers, travel agents, airlines and government tourism departments.

Catering for everyone from the secretary booking board meetings to leading multinational corporate executives, Middle East MICE & Events covers both in-bound and out-bound MICE business, with regular features including destination reports, what's new, people on the move and advice such as getting the basics right, site inspections and planners check-list.

For more information, please visit: www.memicce.com

**Pre-course questionnaire**

To ensure that you gain maximum benefit from this training, a detailed questionnaire will be sent to you to establish exactly where your training needs lie. The completed forms will be analysed by the course trainers. As a result, we ensure the course is delivered at an appropriate level and that relevant issues will be addressed. The comprehensive course material will enable you to digest the subject matter in your own time.

**In-House Training Solutions**

If you have a number of delegates with similar training needs, then you may wish to consider having an In-House Training solution delivered locally on-site. Course can be tailored to specific requirements.

Please contact Sarah Faradilla on +603 2723 6600 or email sarahf@marcusevanskl.com to discuss further possibilities.
Forecasting, Budgeting and Cost Control Training

ME-GMT1218  Please write in BLOCK LETTERS

Sales Contract
Please complete this form immediately and fax back to

BERNARDINE MICHAEL
Fax: +603 2723 6699

Name: _____________________________
Position: __________________________
Email: ____________________________

Name: _____________________________
Position: __________________________
Email: ____________________________

Name: _____________________________
Position: __________________________
Email: ____________________________

Organisation: ______________________
Address: __________________________

Tel: ( ) Fax: ( )

Town: ____________________________ State: __________________________ Postcode: __________________________

Nature of Business:

Authorisation
Signatory must be authorised to sign on behalf of contracting organisation.
Name: _____________________________
Position: __________________________
Signature: __________________________
Date: / /

This booking is invalid without a signature.

Fees
☐ Professional Training fee @
Book before 21st November 2008 pay only USD2,745 + GST / VAT (if applicable) per delegate
Book after 21st November 2008 pay full price USD2,945 + GST / VAT (if applicable) per delegate

☐ Premier Plus - Bring 3 or more delegates to this event and benefit from a 10% SAVINGS off the regular price

All options inclusive of course papers, luncheon, refreshments & service charge.

Indemnity: Should for any reason outside the control of marcus evans training, the venue or speakers change, or the event be cancelled due to an act of terrorism, extreme weather conditions or industrial action, marcus evans training shall endeavour to reschedule but the client hereby indemnifies and holds marcus evans training harmless from and against any and all costs, damages and expenses, including attorneys fees, which are incurred by the client. The construction, validity and performance of this Agreement shall be governed in all respects by the laws of Britain to the exclusive jurisdiction of whose Courts the Parties hereby agree to submit.

Business Opportunities
A limited amount of exhibition space is available at the conference. Sponsorship opportunities covering the lunch and documentation also exist. For further details contact Sarah Faradilla on +603 2723 6600 or e-mail sarahf@marcusevanskl.com

Register Now

Contact Marketing at marcus evans
Tel: +603 2723 6604
Fax: +603 2723 6699
Email: bernardinem@marcusevanskl.com

Date: 21st & 22nd January 2009
Venue: Doha

marcus evans
CP 21 Suite 2101, Level 21 Central Plaza
34 Jalan Sultan Ismail, 50250 Kuala Lumpur
Malaysia
www.marcusevans.com

Payment Method
Payment is required within 5 working days on receipt of invoice

Credit Card:
Please debit my ☐ Visa ☐ Mastercard ☐ Amex ☐ Diners

Card Holder's Name:

Card Number: ____________________________

Security Code:

Signature: ____________________________ Date: / /

Confirmation Details: After receiving payment a receipt will be issued. If you do not receive a letter outlining joining details two weeks prior to the event, please contact the Training Coordinator at marcus evans training.

Terms & Conditions
1. Fees are inclusive of programme materials and refreshments.
2. Payment Terms: Following completion and return of the registration form, full payment is required within 5 days from receipt of invoice. PLEASE NOTE: payment must be received prior to the conference date. A receipt will be issued on payment. Due to limited conference space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time. Unless otherwise stated on the booking form, payment must be made in pounds sterling.
3. Cancellation/Substitution: Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by marcus evans (as defined above). Cancellations must be received in writing by mail or fax six (6) weeks before the conference is to be held in order to obtain a full credit for any future marcus evans conference. Thereafter, the full conference fee is payable and is non-refundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the conference. Non-payment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that marcus evans will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, marcus evans decides to cancel or postpone this conference, marcus evans is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event programme content is subject to change without notice.
4. Copyright etc: All intellectual property rights in all materials produced or distributed by marcus evans in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is prohibited.
5. Client information is kept on marcus evans group companies database and used by marcus evans group companies to assist in providing selected products and services which maybe of interest to the Client and which will be communicated by letter, phone, fax, (inc. automatic dialling) email or other electronic means. If you do not wish marcus evans to do this please tick this box [ ]. For training and security purposes telephone calls maybe recorded.
6. Important note: While every reasonable effort will be made to adhere to the advertised package, marcus evans reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that marcus evans permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to one year to be used at another marcus evans event. No refunds, part refunds or alternative offers shall be made.
7. Governing law: This Agreement shall be governed and construed in accordance with the laws of Britain and the parties submit to the exclusive jurisdiction of the British Courts in Britain. However marcus evans only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client’s office is located.