

Building on Over 15 years of successful MD&A events!

November 27, 2019 • Vancouver, British Columbia

Writing a Great MD&A

Insights for Improving Your MD&A Disclosures!

YOUR FACILITY CONFIRMED PARTICIPANTS INCLUDE:



Norman Baldwin,
Managing Partner,
DDR BRASIL RISK CONSULTING



Leon Bloom,
Consultant,
DELOITTE

Insight for Improving Your MD&A Disclosures

- ✓ Identify key disclosures that satisfy the principal objectives of MD&A
- ✓ Comprehensive overview of the requirements and rules for key sections of MD&A – results of operations, liquidity and capital resources
- ✓ Learn to enhance the content of MD&A (materiality, analysis, key performance measures and known material trends and uncertainties)
- ✓ Improve the effectiveness of regulator and client comments on MD&A
- ✓ Get tools and techniques to improve the discussion of operating segments
- ✓ Learn to provide the underlying reasons for significant variances strategically
- ✓ Enhance your understand of supplementary financial measures reporting: non-IFRS measures and additional GAAP measures
- ✓ Ensure your MD&A meets the five key elements of the disclosure framework
- ✓ Understand the criteria for determining suitability of forward-looking information

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PROGRAM AGENDA: WEDNESDAY, NOVEMBER 27, 2019

8:00 – 9:00 Registration and Continental Breakfast

9:00 – 9:15

Welcome and Opening Remarks from the Chair

Leon Bloom, Consultant, Deloitte

9:15 – 10:15

Writing an MD&A - Don't Make a Mess of It!

Norman Baldwin, Managing Partner, DDR Brasil Risk Consulting

- More than a compliance requirement, it's a powerful IR tool
- Who reads it and why?
- Inherent risks, and how to avoid them
- The warts and all approach
- Plain English mini workshop

10:15 – 10:30

Networking Break



10:30 – 11:30

Leveraging MD&A for Shareholder Value and in Response to Wider Scrutiny

Leon Bloom, Consultant, Deloitte

- MD&A and shareholder objectives
- Why should management develop a 'great' MD&A?
- MD&A stakeholders, interested parties and divergent self-interests
- Shareholder value levers
- Leveraging risk and capital management, good governance, conduct and reputation
- Governance and regulatory expectations

11:30 – 12:30

MD&A Leading Practices

Leon Bloom, Consultant, Deloitte

- Understanding and developing effective processes for MD&A
- Importance of content over form
- Benefits of plain language
- Maximizing stakeholder and interested party feedback on MD&A
- Monitoring and ongoing assessment, refinement and enhancement of existing disclosures
- Clear financial statement implications

12:30 – 1:30

Luncheon Break

1:30 – 2:30

Regulatory Updates for 2019

- Explore the key regulatory updates
- Understand the six key disclosure principles and the five key elements in the disclosures framework
- Apply the enhancements to MD&A reporting, the interim reporting considerations and the timeliness of disclosures
- Explore quantitative and qualitative elements
- Draft an MD&A that meets all regulatory requirements

2:30 – 2:45

Networking Break



2:45 – 3:45

CASE STUDY

MD&A Case Studies

- Perform a critical analysis on a number of case studies
- Explore industry leaders successes and failures in complying with regulatory obligations
- Explore techniques on providing reliable and timely information
- Capitalize on the insights of industry peers
- Learn how to critically analyze a competitor's MD&A

3:45

Closing Remarks from the Chair

VANCOUVER, BC

EVENT LOCATION: VANCOUVER, BRITISH COLUMBIA

Writing a Great MD&A will be held at a convenient downtown location in Vancouver. Detailed venue information will be forthcoming as it becomes available.

Writing a Great MD&A

November 27, 2019 • Vancouver, British Columbia

Internal Controls: Vancouver, British Columbia - November 26, 2019
Writing a Great MD&A: Vancouver, British Columbia - November 27, 2019

REGISTER BY PHONE, ON-LINE, OR IN THESE 3 EASY STEPS!

1 PRINT YOUR NAME AND CONTACT INFORMATION

Mr./Ms./Mrs. _____ Title _____

Organization _____

Telephone () _____ Ext _____ Fax () _____

Email address _____

Register for Internal Controls 2019 Writing a Great MD&A

Name of Approving Manager _____ Title _____

Address _____

City _____ Province _____ Postal Code _____

Company's main line of business _____ Number of Employees: _____

2 SELECT YOUR PREFERRED PAYMENT METHOD

Register for one event:

Prices subject to HST.	FULL PRICE	Register by September 27
Course for Groups of 3 +	\$1,299 each	\$1,099 each
Course for Groups of 2	\$1,399 each	\$1,199 each
Course for 1 Registrant	\$1,499	\$1,299

Register for both events:

Prices subject to HST.	FULL PRICE	Register by September 27
Course for Groups of 3 +	\$2,199 each	\$1,999 each
Course for Groups of 2	\$2,299 each	\$2,099 each
Course for 1 Registrant	\$2,399	\$2,199

**Groups must register together at the same time to be eligible for group rates.*

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✉ **MAIL:** INFONEX INC.
360 Bay Street, Suite 900
Toronto, Ontario M5H 2V6

LOCATION:

Writing a Great MD&A will be held at a convenient location in Vancouver, British Columbia. Detailed venue information will be forthcoming as it becomes available.

YOUR REGISTRATION INCLUDES:

Registration fees include all course materials, continental breakfast, lunch, and refreshments. **Parking and accommodation are not included.**

SPONSORSHIP, EXHIBITION, AND PROMOTIONAL OPPORTUNITIES:

Increase your visibility with senior business strategy, technology, analytics, and business intelligence professionals at *Writing a Great MD&A*. A limited number of sponsorship options are available.

Contact our sponsorship department by telephone at 1.800.474.4829, ext. 224, or by email at sponsorship@infonex.ca.

CANCELLATION POLICY:

Substitutions may be made at any time. If you are unable to attend, please make cancellations in writing and email to register@infonex.ca or fax to 1-800-558-6520 **no later than November 12, 2019**. A credit voucher will be issued to you for the full amount, redeemable against any other INFONEX course and which is valid for twelve months (one year) from the date of issue.

Registrants who cancel after **November 12, 2019**, will not be eligible to receive any credits and are liable for the entire registration fee.

Confirmed registrants who do not cancel **by November 12, 2019** and fail to attend will be liable for the entire registration fee.

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