

WRITING FINANCIAL & BUSINESS REPORTS: BRINGING OUT THE STORY BEHIND THE NUMBERS

KUALA LUMPUR 23 – 24 JULY 2020

INTRODUCTION

As a finance professional, you would be expected to convey not only figures and statistics, but also the significance of those numbers. And often your challenge is how to convey the meaning behind those numbers in a crisp, clear and compelling manner.

By applying the writing techniques in this workshop, you will be able to get through to your readers and add value to your reporting of financial and business performance.

LEARNING OUTCOMES

- Identify strategies to write effective financial and business reports.
- Organise report content to meet the needs of management.
- Apply techniques for conveying complex, technical ideas clearly.
- Highlight the significance of the numbers reported.

WHO SHOULD ATTEND

Accountants, finance professionals and anyone who needs to communicate facts and figures often.

PRESENTER

Ms Lum Woon Foong

EARLY BIRD SPECIAL

Enjoy **10%** savings when you register online at least **one** month before the workshop date.

EVENT DETAILS

Thursday 23 – Friday 24
July 2020

TIME
9.00am – 5.00pm

VENUE
CPA Australia Seminar
Room
Suite 10.01, Level 10
The Gardens South Tower
Mid Valley City
Lingkaran Syed Putra
59200 Kuala Lumpur

FEE (inclusive of 6%
Service Tax, lunch and
tea-breaks)

Member: RM699.60

REP/Member staff:
RM911.60

Non-member: RM1166.00



LEVEL
COMPETENT

CLAIM UP TO
16 CPD HOURS



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KEY TOPICS COVERED

Put first things first

- Analyse your writing: what's working and what's not
- Fundamental principles of effective writing
- The universal convention for writing numbers

Plan for impact

- Start with a strategy: 3Rs
- Different reports, different strategies
- Know your readers

Organise your content

- Organising the main ideas
- What to do when there are more than seven bullet points
- Four ways to arrange sub-points
- How much to write for each point

Tell the story behind the numbers

- Zooming into the main story
- Adding zing to the sub-stories
- The grammar around numbers

Employ vital writing techniques

- Dealing with finance jargon
- Sentence structures that make your ideas clear
- Visual presentation for maximum impact

Persuade your readers

- Tools for demonstrating business sense
- Making your assertions believable

Case studies

SPEAKER'S PROFILE

MS LUM WOON FOONG

Lum Woon Foong is a Distinguished Toastmaster and past President of the Ernst & Young's Toastmasters Club. She was the Toastmasters International District 51 Area W2 Governor for 2003 – 2004, and Division W Governor for 2004 - 2005. Presently, she is with the Metropolitan Bilingual Toastmasters Club, where she is mastering the art of speaking in Mandarin.

She designs training that have a strong link with business requirements. She trains on finance for a wide range of non-finance personnel, from junior executives to managers to Board members. One of her areas of specialisation is in making subjects often perceived as difficult to understand into something enjoyable and easy to learn.

She has served clients in many industries including manufacturing, agriculture, banking, insurance, consulting, retail, IT and shipping. She has also provided training to many large organisations. She brings this variety of experience into her training engagements.

She is a Chartered Accountant, Malaysia and holds a Masters Degree in Training and Human Resources Development from the University of Warwick, UK. She is a member of the Malaysian Institute of Accountants.

REGISTRATION FORM

Save 10% on workshops when you register online at cpaaustralia.com.au/malaysiatraining. You can also return completed form to CPA Australia.

✉ CPA Australia (M) Sdn Bhd (291307-P), Suite 10.01, Level 10, The Gardens South Tower,
Mid Valley City, Lingkaran Syed Putra, 59200 Kuala Lumpur

☎ +603 2267 3388 📠 +603 2287 3030 @ cpd.malaysia@cpaaustralia.com.au

1 PARTICIPANT DETAILS

PARTICIPANT 1		Attending as	<input type="checkbox"/> Member	<input type="checkbox"/> REP / Member staff	<input type="checkbox"/> Non-member
Full name as per I/C	(Dato' / Datin / Dr / Mr / Mrs / Ms)	CPA Australia Member ID			
Position		Email*			
Mobile		Special dietary requirements (if any)			
PARTICIPANT 2		Attending as	<input type="checkbox"/> Member	<input type="checkbox"/> REP / Member staff	<input type="checkbox"/> Non-member
Full name as per I/C	(Dato' / Datin / Dr / Mr / Mrs / Ms)	CPA Australia Member ID			
Position		Email*			
Mobile		Special dietary requirements (if any)			
PARTICIPANT 3		Attending as	<input type="checkbox"/> Member	<input type="checkbox"/> REP / Member staff	<input type="checkbox"/> Non-member
Full name as per I/C	(Dato' / Datin / Dr / Mr / Mrs / Ms)	CPA Australia Member ID			
Position		Email*			
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REP refers to CPA Australia's Recognised Employer Partners. View our partners at cpaaustralia.com.au/rep

Member staff refers to staff from a CPA member's firm or organisation.

*Workshop confirmation will be sent to the stated email address.

2 CONTACT AND BILLING INFORMATION

Contact Person		Billing Address			
Phone					
Email					
Company Billing Name		State	Postcode		
Business Registration no.		Industry			

3 WORKSHOP AND PAYMENT DETAILS

NO.	WORKSHOP TITLE	DATE	LOCATION	PRICE	QTY	FEE (RM)
1						
2						
3						
TOTAL						RM

4 MAKE A PAYMENT

Do you want the electronic tax invoice/receipt to be under the company's name? Yes No

Payment method Credit card: Visit cpaaustralia.com.au/malaysiatraining to register and pay with your credit card with MYR.

Cheque: Make payable to 'CPA Australia (M) Sdn Bhd' Cheque number

Please indicate registrants full name, membership number and contact number on the back of the cheque.

For other methods of payment, call +603 2267 3388

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By signing where indicated below, I agree that I have read, understand and accept the Terms and Conditions above and the Privacy Statement which can be found at CPA Australia's Privacy Policy cpaaustralia.com.au/utilities/privacy/privacy-policy.

Signature / /