MERCURY

Corporate Financial Planning, Budgeting & Control Conference

9 – 13 May 2027
Cairo (Egypt)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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Ref: 8077_271272 **Date:** 9 – 13 May 2027 **Location:** Cairo (Egypt) **Fees:** 3500 Euro

Introduction

This corporate financial planning and budgeting training is designed to enable delegates to make corporate financial decisions in an increasingly volatile international marketplace to increase profitability, maintain liquidity, and reduce financial risk.

The module follows the growth of a company from the development of a strategic corporate financial plan, the raising of finance, the preparation and management of budgets to support the plan, the management of financial risk, and, ultimately, the measurement and evaluation of performance.

The corporate financial planning, budgeting, and control conference is designed as a training workshop to equip financial personnel, decision-makers, planners, and analysts with a deep understanding and practical skills in corporate financial planning and budgeting.

This engaging corporate finance conference will explore controlled financial corporations' strategies for increasing profitability, maintaining liquidity, and reducing financial risk.

The Corporate Financial Planning Process: Best Practices

The conference also integrates a focus on the corporate financial planning process, exploring the best practices in establishing robust financial planning corporate frameworks. From utilizing the most influential corporate financial planning tools, such as financial models and cash flow forecasting, to fostering a mindset attuned to strategic imperatives, attendees will gain insight into how leading finance professionals construct and refine plans that steer their organizations toward sustained success.

Targeted Groups

- Financial Personnel.
- Financial Decision-Makers.
- Financial Planners and Analysts.
- Managers are involved in planning and decision-making.
- Persons with aims to work in finance-related fields.
- Persons involved in risk management.

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Conference Objectives

At the end of this corporate financial planning and budgeting conference, the participants will be able to:

- Develop effective corporate financial plans aimed at maximizing return and minimizing risk.
- Evaluate the various methods of finance and make successful capital investment decisions.
- Prepare, manage, and control budgets to support the corporate financial plans.
- Identify and manage financial risk effectively.
- Measure and manage performance effectively.
- Create opportunities for your personal development and increased financial awareness.
- Understand today's significant issues in international corporate finance and budgeting.
- Develop their professional skills, powers of analysis, evaluation, and decision-making.
- Make improved finance and capital budgeting decisions, increasing their importance to your organization.
- Liaise effectively with other departments on matters of finance and budgeting.
- Identify areas where they can improve your company's financial performance, which will help your career development.

Targeted Competencies

Upon the end of this corporate financial planning and budgeting conference, the target competencies will be able to:

- Strategic planning.
- Financial planning.
- Analytical skills.
- Communication skills.
- Building financial models.
- Budgeting.

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Conference Content

Unit 1: Corporate Financial Planning

- Strategic Planning.
- The Objective of the Firm - meeting Shareholder and Stakeholder Objectives.
- Agency Theory - The Relationship between Shareholders and Management.
- Creative Accounting and the Case of Enron.
- Preparing a Strategic Plan.
- Financial Management and Financial Planning - the Scope, Role and Responsibilities of Financial Management.
- Preparing a Financial Plan - The Master Budget.
- Forecasting Future Cashflows.
- Time Series Analysis.
- Correlation and Regression.
- Financial Modelling.

Unit 2: Financing The Plan

- Sources of Finance - Long-Term and Short-Term
- Evaluation of the Types of Finance.
- Equity Finance.
- Debt Finance.
- Hybrid Finance and Financial Engineering.
- The Dividend Decision.
- The Cost of Capital.
- Weighted Average Cost of Capital WACC.
- Capital Asset Pricing Model CAPM.
- The Capital Investment Process.
- Payback.
- Accounting Rate of Return ARR.
- Net Present Value NPV.
- Internal Rate of Return IRR.
- Capital Investment Appraisal.
- Capital Rationing.

Unit 3: Preparing and Managing Budgets to Support the Financial Plans

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- Definition of Budgets.
- The Budgetary Process.
- Types of Budgets:

  - Fixed.
  - Flexible.
  - Incremental.
  - Zero Based.

- Activity-Based Budgets.
- The Purpose/Benefits and Problems/Limitations of Budgets.
- Setting/Implementing Effective Budgets - Eliminating the Problems.
- Budgetary Control.
- Responsibility Accounting and Absorption Costing.
- Activity-Based Budgeting/Costing ABB, ABC.
- Variance Analysis.
- Cost Behaviour and Break-Even Analysis.
- Sensitivity/What-If Analysis.
- What-If Analysis combined with Du-Pont Analysis.

Unit 4: Managing and Controlling Cashflow to Support The Financial Plan

- Cash VS Profit.
- The Cash Conversion Cycle.
- Calculating and Managing the Cashflow Cycle.
- Cash Flow Ratios.
- Working Capital.
- The Cost of Maintaining Working Capital.
- Maintaining the Optimum level of Working Capital.
- Working Investment Ratios.
- Preparing a Monthly Cash Flow Forecast.

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Unit 5: Managing Financial Risk

- Risk Management.
- Types of Risk.
- Identifying Risk - SWOT Analysis.
- The Major Quantitative and Qualitative Risks Facing Companies.
- Establishing a Risk Management Strategy.
- Financial Risk Management and Hedging Techniques.
- Financial Risks.
- Managing Exchange Rate and Interest Rate Risk.
- Derivatives.
- Forwards.
- Futures.
- Options.
- Swaps.
- Risk Management Glossary of Terms.

Conclusion

This corporate finance workshop combines insights into corporate financial planning and its vital role in the strategic decision-making process. Delegates who serve as corporate financial controllers or those looking to enhance their expertise will find this corporate budgeting conference indispensable in achieving a high degree of fiscal prudence and innovation in their daily workflow.