

2nd INTERNATIONAL
CONTROLLING CONFERENCE

PROGRAMME

EXECUTIVE REPORTING AND COMMUNICATION SKILLS IN CONTROLLING

6TH MAY 2022 | 9AM - 5PM | ZOOM

Language: English, Macedonian, Croatian, Serbian

zebra bi

IGC
International Group of
Controlling

Controlling
Business
Center
90% create success

ibcs
International Business
Controlling Society

ICV

ORGANIZED BY: CONTROLLING BUSINESS CENTER**CONFERENCE THEME:**

The theme of this conference is EXECUTIVE REPORTING AND COMMUNICATION SKILLS IN CONTROLLING which is inspired by management's need to get clear and transparent reports designed to detect strengths and weaknesses of the organization. The effective communication with all consumers of company reports is a two-way process and therefore the sender of the report must send a clear message to the recipient and at the same time ensure that the message sent is well received and understood.

As professionals in our field, we encounter various types of management reports every day. They may be prepared in different form such as Power Point, Excel tables or graphs, diagrams, written report or email and is presented to the management. This raises the following questions:

Are we satisfied with the quality of the reports we make?

Are managers satisfied with the quality of the reports they receive?

Do we want to impress the management with effective reports that are clear and visually appealing?

Is it possible to quickly, clearly and effectively prepare a report that will delight the management?

You have probably received reports with 100 Power Point slides composed with different chart types and 3D pie charts in multiple colors or you may have analyzed a monthly report that has 50 pages, and on each page, there is an XLS table with 20 rows and 50 columns.

Have you encountered a report that does not have a clear message or feedback from the recipient?

How aware are we of our business communication skills?

We will get the answer to all these questions from numerous experienced lecturers on the subject.

In order to respect the social distance and the numerous restrictions, the event will be held online.

WHAT TO EXPECT?

This conference will be an extraordinary event in the area of controlling having remarkable domestic and international panelists from Germany, Poland, Slovenia, Croatia, Macedonia and Serbia who will share practical examples from their area of expertise.

This event will be held on, 06 May, 2022 from 09:00 – 17:00 and will cover various topics with specific examples through which we'll try to solve many dilemmas, doubts, questions and concerns related to daily communication within or outside the companies.

WHO IS THE CONFERENCE FOR?

This conference is for all business owners, controllers in all levels of management, managers of all organizational tiers, owners of business processes, analysts, IT experts working on business solutions that support controlling and reporting (BI, DW, planning), finance and accounting managers, and everyone who has interest to implement the new way of managing organizations through increasing their efficacy and effectivity.

CONFERENCE DETAILS:

- Registration fee for the event: 80 EUR (4,200 den), for members of the ICV and students of the Controlling Academy the price is 50 EUR (3,150 den), for students and unemployed the price is 40 EUR (MKD 2,420). Application deadline is 04 May, 2022.
- To register or request more information about the event please send email to mitka@controlling.mk ; or call +389 71 334 845
- Only registered participants who make payment until the deadline will be able to join the event. Every participant will receive a unique link to join the event
- Communication languages: English, Croatian, Bosnian, Serbian and Macedonian
- The conference will be open 30 min before the start.
- Presentation slides will be sent to all the participants after the conference.
- Recording of the event will not be allowed.
- Any participant can communicate with the panelists through the chat and will receive the answer in the same manner.

ПРОГРАМА – 06 МАЈ, 2022



09:00 – 09:05

CONFERENCE OPENING

MITKA MOJSOVSKA | Kontroling Biznis Centar – Skopje – certified trainer and partner of CA Controller Academie München, ICV WG for Macedonia



09:05 – 10:00

CONFERENCE MODERATOR

GROZDANKA IVANOVSKA | Moderator



09:10 – 09:45

WHAT EXECUTIVES EXPECT FROM CONTROLLING REPORTS AND DASHBOARDS?

EDYTA SZARSKA | IBCS® Certified Trainer (International Business Communication Standards)



09:50 – 10:25

SUCCESSFUL PRESENTATIONS FOR CONVINCING BUSINESS COMMUNICATIONS

DIETMAR PASCHER | Partner of CA Controller Academie



10:30 – 11:10

CONSUMER-CENTRIC INSIGHTS

MSC - MIOMIR ZIVADINOVIC | RRP & Digital Lead – Japan Tobacco International



11:15 – 11:50

REAL-LIFE EXAMPLE – WHAT WE PRESENT TO THE MANAGEMENT?

VIOLETA MITKOVSKA | Head of reporting, controlling and plan & analyses in Atlantic Grupa Makedonija

ПРОГРАМА – 06 МАЈ, 2022

12:30 – 13:00

LUNCH BREAK

13:00 – 13:40

NAJBOLJE OD STATISTIKE U KONTROLINGU

TONI MILUN | Profesor po matematika I statistika



13:45 – 14:25

HOW CAN CONTROLLING HELP TO MAKE THE SUPPLY CHAIN MORE EFFICIENT AND EFFECTIVE?

KRISTINA SORIC | PhD in Mathematics, owner of Luyouma



14:30 – 15:00

IMPLEMENTATION OF SELF SERVICE ANALYTICS: METHODOLOGY AND BEST PRACTICES

FILIP PETROVSKI | Co-founder & Data Architect at Data Masters



15:05 – 16:35

KEY ELEMENTS OF ACTIONABLE REPORTING

MARK LESKOVŠEK | Business Intelligence Consultant at Zebra BI



REGIONAL MEDIA PARTNERTS