

CONTROLLING – Where the Difference Makes a Difference



The largest gathering on controlling in 2018, organized by consulting company **Kontrolling Kognosko** and business magazine **Lider**

15th November 2018
THE WESTIN HOTEL, ZAGREB

- What are the aspects of different controlling tools
- How to discover the perfect formula for controlling and the company as a whole
- How controlling can help create diversity within the company
- What are the newest achievements in the field of company and organization management
- How to successfully beat the growing competition

Presentations from Switzerland, Germany, Austria, Bosnia and Herzegovina and Croatia will demonstrate how controlling can initiate different, better and more advanced quality changes within a company.

Lectures will be held in Croatian and English with simultaneous translation.

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MORE INFORMATION WEB: lider.events/kontrolling EMAIL: konferencije@lider.media TELEPHONE NO: 01/6333-536



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Organizers	Consulting company Kontrolling Kognosko and Lider business magazine
Sponsor	ICV Internationaler Controller Verain – International Association of Controllers
Participants	200 – 250
Conference Aim	<p>Traditionally, the aim of the conference is to forecast the newest trends in the world of controlling. Croatia has the capacity to develop controlling as quickly and thoroughly as the most advanced economies of the world. We have a strong IT platform, many options for professional development and, most importantly, we have a growing awareness about the necessity of controlling in business today. That is why we bring to Zagreb the best examples of the world's practice. The know-how is here, it just needs to be implemented.</p> <p>This year's conference participants from Switzerland, Germany, Austria, Slovenia and Bosnia and Herzegovina will share their experiences with their Croatian colleagues.</p> <p>ICV- Internationaler Controller Verain (International Association of Controllers) has been actively engaged in expanding the know-how about controlling throughout the world. It is the largest association of managers and controllers and it is sponsoring the Croatian conference which became a member of European ICV controlling conferences six years ago.</p>
Contents	<p>This year's conference is dedicated to all aspects of different tools in controlling, the positive changes they bring, as well as numerous possibilities of different approaches to management. To be able to differ good from bad, right from wrong, sustainable from unsustainable, and, finally, profitable from unprofitable is the aim and the sole purpose of controlling. To find the difference, to be and act differently is the winning formula of controlling and of the company as a whole. Those who manage this can expect results that differ from the average, the usual. Controlling can, by and large, help create differences in the whole company – if you can see what no one else can, if you take a different path and dare think outside the box.</p> <p>This is going to be the main topic of the 6th international ICV controlling conference. Presentations from Switzerland, Germany, Austria, Slovenia and Bosnia and Herzegovina will demonstrate how controlling can be an example of</p>

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something different, better and more advanced and, consequently, how it can initiate the quality changes in a company.



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Additional events	Traditionally the most prominent controlling event is now enriched by the Award for the Best Controlling Project . The best team will have the chance to present itself and demonstrate its achievements regarding development of controlling in the company they work for. The award is organized like other ICV awards to their members for the best controlling project in order to stimulate controllers to further develop in their field.
What are the key benefits for participants	At the international conference for controllers, the participants will have the opportunity to see and hear about the latest achievements in the field of company and organization management. Significant and fast changes on the markets force companies to arm themselves with data which enable them to adapt to changes more easily and to successfully beat their competitors. Because of this, the importance of observing other practices and finding out if they came up with better solutions and better ways of management is becoming a necessity, not just another possibility. Each year, this conference brings more and more concrete examples from best business practice.
Who the conference is intended for	Company owners; top managers; sales marketing, purchasing and industrial managers; , all levels of controllers; analysts; planners; accounting and financial managers; IT experts working on business solutions as a support to controlling (BI, DW, planning).
Official languages	Croatian and English (simultaneous translation is ensured).



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PROGRAMME

8:30	<i>Registration and welcome coffee</i>
9:00	Opening speech <i>Jasmina Očko, Kontroling Kognosko, Croatia</i>
9:10	Presentation of the Best Controlling Project in 2018.
9:30	IBCS – Best advice for the best reporting <i>ROLF HICHERT, International Business Communication Standards President, Germany</i>
10:10	Integration of Planning and Reporting in Times of Key Changes in the Energy Sector - Alpiq AG <i>Markus Steiner, Alpiq AG, Head Business Reporting & Controlling, Switzerland</i>
10:50	<i>Break</i>
11:20	Financial Management AIDA Cruises <i>Marcel Gnoth, AIDA Cruises, Head of Financial Planning & Analysis, Germany</i>
12:00	Activity-Based Costs – examples of best practices <i>Gunther Pichler, APC Consulting GmbH, CEO, Austria</i>
12:40	Step by Step Changes – Implementation of Controlling in AS Group <i>Semir Sejdinović, AS GROUP, Financial Accounting Manager, Bosnia and Herzegovina</i>
13:20	<i>Lunch break</i>
14:20	Controlling is a management function - Bit promet d.o.o. is an example of good practice. <i>Biljana Čolić, suvlasnica, Bit promet d.o.o., Tomislav Jagatić, izvršni direktor, Bit promet d.o.o., Hrvatska</i>
15:00	Tools Which Support Controlling <i>Tomislav Piasevoli, Piasevoli Analytics, Founder and Principal Consultant, Croatia</i>
15:40	The Power of Communication in Controlling <i>Ljiljana Drenški Cvrtila, EURINOMA, Executive, business and life coach, Croatia</i>
16:20	Conclusion and closing of the conference <i>Jasmina Očko, Kontroling Kognosko, Croatia</i>

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Fax: +385 1 6333 598

Application Form

☐ YES, I confirm participation at the 6th international conference on controlling – 15th November 2018

Name and Surname	
Department	Job/Title
Phone	E-mail
Company	Personal Identification
Address (City, Street)	
Date	Signature

☐ Subscribed to Lider magazine

☐ 3-6 participants from the same company

☐ ICV member

☐ More than 7 participants from the same company

☐ Student

Please read carefully before registering

Price of participation per participant is:

- 1,350kn +VAT for ICV members,
- 1,450kn + VAT for early bird registration until 7th October 2018,
- 1,650kn+ VAT regular price after 8th October 2018

Discount for Lider subscribers: 10%

Discount for more participants from the same company: 10% for 3-6 participants, 20% for 7 participants and more

Discount for students: 50% -a copy of the certificate of enrollment in the current academic year is required

*Discounts are successively added

Payment: upon sending back the completed registration form, payment should be made via pro forma invoice within seven days, the latest before the beginning of the conference.

Cancellation: if cancellation is made in written form until 7th October 2018, the full amount of the registration fee will be refunded. In case of written cancellation until 30th October 2018, 50% of the registration fee will be refunded. After this date no refunds will be possible. Any participation replacement can be made until 11th October 2018.

The completed registration form should be sent to the following fax no.: 385/1/6333-598, or to the following address: Lider Media, Savska cesta 41, 10000 Zagreb. It is possible to register online at [lider.events/kontroling](mailto:konferencija@lider.media) or at the following e-mail address: konferencija@lider.media