Organisers

LIDER

KONTROLING
KOGNOSKO®
15 GODINA

Endorsement

ićv

8th INTERNATIONAL CONTROLLING CONFERENCE

CONTROLLING – THE TIME TO WOW IS NOW

12th and 13th November 2020

Now Is the Time to Be the Best Business Partner

The world is changing before our very eyes. Every day brings with it new challenges but also new possibilities.

Almost overnight, the global economy was faced with an unprecedented situation in which everything started changing – from strategy and tactics, business models, supply chains, ways of planning, to the way in which resources are managed.

Yet, completely out of the blue, this new reality – a new normal and a completely different outlook – resulted in controlling becoming the center of attention, shining brightly as a star over the dark business horizon.

A lot of decisions have to be made, and this must be done now. Our new reality is unlike anything else we have experienced before. And a thousand new questions are emerging.

All this is raising the need for agility to the highest level. Now is not the time to stand still. Now is the time to introduce new ideas, to change business models and ways of management, to think about innovation, to embrace digitalization, and of course, to establish a close collaboration with controlling because we need useful information that can enable us to act – right now.

This is the moment when every experienced and educated controller can truly be the best possible business partner that management could want. This is a year of significant challenges, changes, and new solutions. This is the time for controlling to do the best that it can.

Distinguished participants,

We strived to bring together in one place a number of first-rate speakers for whom controlling is truly a way of life. They will share with you their insights, ideas, and tried-and-tested tools and models in order to inspire you, encourage you and call you to action. Take their ideas and upgrade them, adjust the offered solutions to your needs and start acting. Right now, controlling is the best thing that a company or organisation could wish for!

We wish you every success!

Sincerely yours,
Kontroling Kognosko

Dive deep and save with

KONTROLING KOGNOSKO

- ✔ **Implementation of controlling**
- ✔ **Training of controllers and managers**
- ✔ **Controller Akademie**
- ✔ **Management reporting**
- ✔ **Internationaler Controller Verein**

www.kognosko.hr

11:00 **Conference opening**
· **Jasmina Očko,** Controlling Consultant and Programme Director, Kontroling Kognosko (Croatia)

11:15 **The Role of Controlling in Times of COVID–19**
· **Prof. Dr. Heimo Losbichler,** Professor of Controlling, University of Applied Sciences Upper Austria (Austria)

11:50 **Cost and Profitability under Control! Implementation of Resource and Process Consumption Accounting (RPCA) in production.**
· **Tomasz M. Zieliński,** Managing Director at ICV Poland and Controlling Director at VOX Capital Group (Poland)

12:25 **Selecting your KPIs the Logical Way**
· **Bernie Smith,** KPI Author, Consultant & Trainer, Made to Measure KPIs (Great Britain)

13:10 **10 Minutes for Exercise with Olympian**
· **Mario Vekić,** Croatian Olympic Rower (Peking 2008, London 2012) and Personal Trainer (Croatia)

13:20 *Lunch break*

14:15 **Boards of Directors: How Better Reporting (Board Book) Improves Board Meetings**
· **Xavier Subirats,** Partner, AMSEL Assessors (Spain)

14:50 **Do We Really Understand the Roles Played by Our Customer**
· **Valentin Usenkov,** Founder of USENKOV.PRO Project, Partner of CA Controller Akademie, Usenkov.pro (Russia)

15:25 **Cash Flow Management on Power BI Platform**
· **Mario Korbar,** Managing Director, Data Sense d.o.o. (Croatia)

16:00 *The end*

11:00 **Statutory accounting alone is not sufficient**
· **Guido Kleinhietpaß,** Partner, Trainer and Consultant, CA Controller Akademie AG (Germany)

11:50 **Price–Volume–Mix Variance Analysis in Power BI and Excel**
· **Andrej Lapajne,** CEO at Zebra BI, Zebra.BI (Slovenia)

12:35 **From Data to Insight, From IT to Controlling**
· **Igor Milovčić,** Head of Controlling & **Ivan Horvat,** Data Analyst & Reporting Coordinator, University Hospital Centre Zagreb (Croatia)

13:15 **10 Minutes for Exercise with Olympian**
· **Mario Vekić,** Croatian Olympic Rower (Peking 2008, London 2012) and Personal Trainer (Croatia)

13:25 *Lunch break*

14:15 **Integrating Sustainability Indicators**
· **Axel Ehberger,** Controlling Consultant and Trainer, Elexa–Controlling (Spain)

14:45 **Artificial Intelligence Examples in Controlling**
· **Davor Lozić,** University Lecturer and Engineer, University of Applied Sciences Velika Gorica (Croatia)

15:20 **IBCS – Just a Matter of Time**
· **Edyta Szarska,** IBCS® Certified Trainer, Controlling Partner (Poland)

15:55 **Closing the conference**
· **Jasmina Očko,** Controlling Consultant and Programme Director, Kontroling Kognosko (Croatia)

16:00 *The end*

PROGRAMME | Thursday, 12th November

Friday, 13th November | PROGRAMME

1 COMPANY.
12 COUNTRIES.

PL

CZ

SK

AT

HU

SI   HR   RO

RS

ME   BG

AL

SERVICES:

Tax
Audit
Advisory
Accounting

FIND US:

www.tpa-group.hr
office@tpa-group.hr

Organisers

LIDER

15 GODINA

KONTROLING KOGNOSKO ®

Endorsement

icv

Sponsors

DATA SENSE
WHERE IT SPEAKS BUSINESS

Fina

stentor
Language unlocked

SVAM PLUS
POSLOVNA-INFORMATIČKA RJEŠENJA

tpa

Partners

H G K
1 8 5 2

HUP
Hrvatska udruga poslodavaca

Media partners

akta

EduCentar

MojPosao

zebra bi

Regional media partners

APRIORI BH
AGENCIJA ZA PROFESIONALNO USAVRŠAVANJE

Casa Forte

Controlling
Business
Center
We create success