

*Building on over 15 years of successful MD&A events!*



# Writing a Great MD&A

Toronto, Ontario • June 6, 2018

## YOUR FACULTY GUIDANCE FROM THESE EXPERTS



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Consultant, IT Governance, Risk  
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## Insight for Improving Your MD&A Disclosures

- ✓ Identify key disclosures that satisfy the principal objectives of MD&A
- ✓ Comprehensive overview of the requirements and rules for key sections of MD&A – results of operations, liquidity and capital resources
- ✓ Learn to enhance the content of MD&A (materiality, analysis, key performance measures and known material trends and uncertainties)
- ✓ Improve the effectiveness of regulator and client comments on MD&A
- ✓ Get tools and techniques to improve the discussion of operating segments
- ✓ Learn to provide the underlying reasons for significant variances strategically
- ✓ Enhance your understand of supplementary financial measures reporting: non-IFRS measures and additional GAAP measures
- ✓ Ensure your MD&A meets the five key elements of the disclosure framework
- ✓ Understand the criteria for determining suitability of forward-looking information

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Dear Colleague,

The Management Discussion and Analysis (MD&A) is one of the key parts of your financial reporting, and often one of the trickiest to master. It's not just about meeting technical requirements, or repeating the financial statements. An effective MD&A requires you to go beyond that and deliver corporate communication objectives.

To help you meet these challenges, Infonex is presenting an in-depth one-day workshop: Writing a Great MD&A.

Over the course of this seminar, you will go through the most important issues in disclosure requirements, best practices, and techniques for avoiding deficiencies. You will understand common challenges and errors in devising a comprehensive report, and you will get tips and tricks for improving your MD&A.

Infonex has been providing the Canadian business community with highly-rated training in accounting and reporting for over twenty years. This session promises to deliver those continued high-quality standards.

Don't miss this chance. Learn to write an MD&A that provides investors and other users with material information that is crucial to an understanding of your company's operating performance, financial situation, and its prospects for the future. Register today!

Sincerely,



Christopher Graham  
Vice-President, INX Training

## WRITING A GREAT MD&A — SEMINAR PROGRAM AGENDA:

**8:00 – 9:00**      **Registration and Continental Breakfast**

**9:00**              **Welcome and Opening Remarks**

### Leveraging MD&A for Shareholder Value

- MD&A and shareholder objectives
- Why should management develop a great MD&A?
- MD&A audiences: reconciling divergent self-interests
- Shareholder value levers
- Leveraging risk and capital management
- Governance and regulatory expectations

### MD&A Best Practices

- Understanding and developing effective processes
- Importance of content over form
- Benefits of using plain language
- Maximizing the effectiveness of regulator and client comments on MD&A
- Monitoring the ongoing assessment of existing disclosures
- Clear financial statement implications

### Difference Between Annual and Quarterly MD&As

- Consistently updating discussions
- Providing period-by-period historical analysis
- Understanding auditor involvement in interim reporting
- Capability to deliver results, resource and risks

**12:30 - 1:45**      **Luncheon Break**

### Understand the Purpose of the MD&A

- How to identify your intended audiences
- How to assess material changes in financial conditions and operating results
- Reporting goals
- What needs to be disclosed and role in continuous disclosure
- Understand common challenges and errors in devising a comprehensive report

### How to Leverage the MD&A to Attract Investors

- What are investors looking for?
- What can you include in your MD&A
- Positioning cash flow in strategic ways
- Making sense of data
- Turning the negative into positive

### A Regulator's Perspective on the MD&A

- Regulatory requirements
- What are regulators looking to accomplish with an MD&A
- MD&A requirements
- Impact to shareholders and prospective investors
- Impact on dispute resolution

**5:00**              **Closing Remarks from the Master Class Leader**

## REGISTER BY PHONE, ON-LINE, OR IN THESE 3 EASY STEPS!

### 1 PRINT YOUR NAME AND CONTACT INFORMATION

Mr./Ms./Mrs. \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Name of Approving Manager \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Telephone ( ) \_\_\_\_\_ Ext \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Email address \_\_\_\_\_

Company's main line of business \_\_\_\_\_ Number of Employees: \_\_\_\_\_

### 2 SELECT YOUR VENUE OPTION AND METHOD OF PAYMENT

Prices subject to applicable HST/GST.	REGULAR FULL PRICE
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Groups of 2 – Each Person Pays:	\$1,399 per person
Single Registrant	\$1,499

\*Groups must register together at the same time to be eligible for group rates.

#### SELECT YOUR VENUE OPTION (WHERE WILL YOU ATTEND?):

- Toronto, ON: June 6, 2018       Calgary, AB: June 13, 2018
- Method of Payment:**    VISA    MasterCard    Cheque enclosed, payable to INFONEX Inc.

Cardholders Name: \_\_\_\_\_


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### 3 SEND US YOUR REGISTRATION


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 **WEBSITE:** www.inx-training.com

 **MAIL:** INFONEX INC.  
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Toronto, Ontario M5H 2V6

#### LOCATION:

*Writing a Great MD&A* will be held in convenient downtown locations. Detailed venue information will be provided with your registration confirmation and/or six weeks prior to the event.

#### YOUR REGISTRATION INCLUDES:

Registration fees include all course materials, continental breakfast, lunch, and refreshments. **Parking and accommodation are not included.**

#### SPONSORSHIP, EXHIBITION, AND PROMOTIONAL OPPORTUNITIES:

Increase your visibility with senior managers in accounting and reporting at *Writing a Great MD&A*. A limited number of sponsorship options are available. Contact our sponsorship department by telephone at 1.800.474.4829, ext. 224, or by email at [sponsorship@infonex.ca](mailto:sponsorship@infonex.ca).

#### CANCELLATION POLICY:

Due to demand and limited enrollment, there are **no refunds or credit notes** available for master class or seminar registrations. Substitutions may be made at any time. If you are unable to attend, a colleague may take your place at the event. Simply contact our registration department so we can transfer your registration and be sure your colleague receives full access to the conference materials, a name badge, and a seat reserved at the master class or training seminar.

If you miss the event, your download password allowing you access to all online course materials will be sent to you shortly after the event.

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