



Geschäftsberichte
Symposium

3 Best Practice
Sessions **in English**

Simultaneous translations
of all German plenary
sessions into English

9th Geschäftsberichte-Symposium

Less is More?

Thursday, June 14, 2018
at the GDI Rüschiikon / Zurich,
starting at 13.00



Hosted by
the Center for Corporate Reporting (CCR)

Less is More?



Is this inspiring principle valid for reporting, too? Annual report practitioners are familiar with the complex relationship between the regulatory pressure to provide more information, and stakeholders' focus on materiality and relevance. Solutions to the dilemma range from courage to leave gaps by means of radical cutbacks, to giving the 'perception' of reduction, to going for a maximum expansion of the annual report.

Are new approaches, concepts and technologies needed? These and other issues are the focus of the 9th Geschäftsberichte-Symposium. And they will be the subject of hot debates among international experts drawing on thought-provoking practical examples – along with networking and sharing ideas.

Experienced top-class speakers including:

Prof. Dr Ernst Fehr, University of Zurich
Tjeerd Krumpelman, ABN AMRO
Massimo Romano, Generali Group
Prof. Dr Peter Schneider, University of Zurich
Prof. Michael Stoll, University of Augsburg
Prof. Dr Alexander Wagner, University of Zurich

Learn from ABN AMRO, BASF SE, BlackRock, FRC Financial Reporting Lab, Generali, Novartis, SIX Swiss Exchange, Swisscom, University of Leipzig, XBRL International, Zurich Cantonal Bank in practice-oriented Best Practice Sessions.

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Program

11.30 **VIP-lunch**
A closed gathering by personal invitation with keynote speech
«Does honesty need regulation?»
Prof. Dr Alexander Wagner, University of Zurich

DOORS OPEN AND REGISTRATION AT 12.15

13.30 **Welcome**
Barbara Zäch, Center for Corporate Reporting (CCR)

13.35 «Less is More?» the compulsory and the free-style in terms of design
Prof. Michael Stoll, University of Augsburg

13.55 «Can concise be more?»
«LESS IS MORE?» VIEWPOINT: MORE!
Tjeerd Krumpelman, ABN AMRO

14.15 «The less the better»
«LESS IS MORE?» VIEWPOINT: LESS!
Massimo Romano, Generali Group

TRANSFER TO SESSIONS

14.55 **Best practice sessions**
First session block
Five parallel running practice-oriented workshops in German and English

15.40 **Networking break**

16.25 **Best practice sessions**
Second session block
Content corresponding to first session block

TRANSFER TO PLENARY

17.25 «High performance workplace – remuneration and culture – two sides of the same coin»
Prof. Dr Ernst Fehr, University of Zurich

18.05 «Simplicity – the art of living the simple life»
Prof. Dr Peter Schneider, University of Zurich

18.30 **Apéro riche and networking**

Presentation: Patrizia Laeri

Simultaneous translation of all German plenary sessions into English

Best Practice Sessions*

SESSION I (ENGLISH)

«Less is More?» – between wishful thinking and reality

Powered by **Martin et Karczinski**

«Less is More?» as perceived by investors and regulators: How do both of these stakeholder groups assess a company's efforts in relation to materiality and conciseness? Advocates of the «less» approach debate the proponents of the «more» principle. Which approach helps overcome the frequently deemed discrepancy between wishful thinking and reality? Join the discussion!

Speakers:

Edouard Dubois, BlackRock
Tjeerd Krumpelman, ABN AMRO
Corinne Riguzzi, SIX Swiss Exchange
Massimo Romano, Generali Group

Presentation:

Dr Thomas Scheiwiller, Center for Corporate Reporting (CCR)

SESSION II (ENGLISH)

Three snapshots of our digitally enabled reporting future

Powered by **CLS**

The FRC Financial Reporting Lab ventures a glimpse into the future. Using their work on AI, XBRL, Blockchain, Augmented Reality and its effects on corporate reporting, the FRC Financial Reporting Lab offers three snapshots of reporting between 2030 and 2050. Will artificial intelligence enable the annual report to be autonomously compiled in the future? The session also outlines how the latest technologies and trends are impacting future reporting.

Speaker:

Philip Fitz-Gerald, FRC Financial Reporting Lab

SESSION III (GERMAN)

The impact of IFRS 15/16 on processes, KPIs and stakeholder communication

Powered by **EY**

You will gain valuable insights into the new accounting standards IFRS 15 (effective January 1, 2018) and IFRS 16 (effective January 1, 2019), and their challenges. In particular, the session will highlight the internal changes these requirements encompass, for example in regard to processes, in how KPIs will change and what that actually means for stakeholder communication. Using the results presentation of the first quarter 2018, best practice examples will be highlighted and supplemented by capital market expectations as viewed from the perspective of a financial analyst.

Speakers:

Sven Bucher, Zurich Cantonal Bank
Peter Burkhalter, Swisscom
Jan Meyer, Ernst & Young Switzerland

SESSION IV (GERMAN)

«Less is more?» – target group oriented integrated reporting

Powered by **Neidhart+Schön**

Whether fewer number of pages, streamlined processes or a focus on channels – many annual report practitioners would welcome «less» in corporate reporting. But how does that square up with «more» regulatory requirements? And how does one deal with these contradictions without limiting the impact on the most important target audiences? In the first part of the workshop, Prof. Dr Christian Hoffmann outlines the demands of the target groups as well as the impact potential of the various annual report formats. In the second half, BASF provides insight into the practical aspects of their integrated reporting.

Speakers:

Prof. Dr Christian P. Hoffmann, University of Leipzig
Jennifer Moore-Braun, BASF SE

SESSION V (ENGLISH)

Prepare for the future in financial reporting – XBRL is coming

Powered by **MDD**

XBRL is gaining increasing importance and offers a broad range of opportunities above and beyond regulatory requirements. Learn about the potential of the XBRL ecosystem and its prospects for your company. The CEO of XBRL International examines the theoretical principles as well as the future development potential of standards. The Novartis team focuses on the implementation of XBRL with IFRS taxonomy.

Speakers:

Reto Rieder, Novartis
Didier Schneider, Novartis
John Turner, XBRL International

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* By breaking the sessions into two blocks (14.55 to 15.40 and 16.25 to 16.10) you have the opportunity of participating in various best practice sessions. Please indicate your first and second choices at: gb-symposium.ch

Speakers

VIP-LUNCH/PLENARY



Prof. Dr Alexander Wagner

University of Zurich



Prof. Michael Stoll

University of Augsburg



Tjeerd Krumpelman

Head of Business Advisory,
ABN AMRO



Massimo Romano

Head of Group Integrated
Reporting, Generali Group



Prof. Dr Ernst Fehr

Behavioral Economist,
University of Zurich



Prof. Dr Peter Schneider

Psychoanalyst,
University of Zurich

BEST PRACTICE



Sven Bucher

Head of Research, IR,
Zurich Cantonal Bank



Peter Burkhalter

Head of Group Accounting
and Reporting, Swisscom



Edouard Dubois

Vice President, BlackRock



Philip Fitz-Gerald

Director,
FRC Financial Reporting Lab



**Prof. Dr Christian
P. Hoffmann,**

Executive Director, Institute
for Communication and Media
Studies, University of Leipzig



Jan Meyer

Senior Manager, Assurance,
Ernst & Young Switzerland



Jennifer Moore-Braun

Head of Multimedia & Publica-
tions, BASF



Reto Rieder

Head Group Consolidation
and Reporting, Novartis



Corinne Riguzzi

Head of SIX Exchange Regu-
lation, SIX Swiss Exchange



Dr Thomas Scheiwiller

Chairman of the Advisory Board,
Center for Corporate Reporting
(CCR)



Didier Schneider

Senior Manager Group
Consolidation, Novartis



John Turner

CEO, XBRL International

PRESENTATION



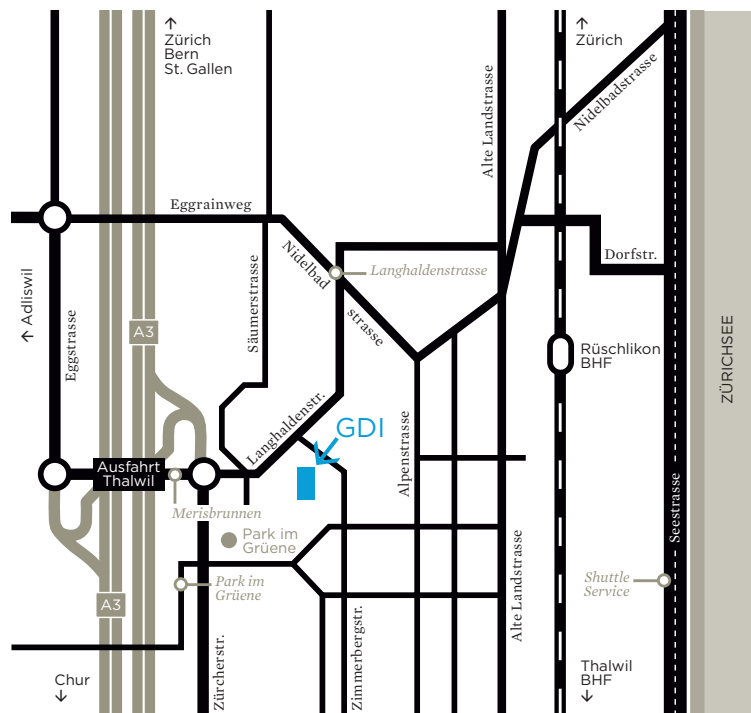
Patrizia Laeri

Editor and presenter

Get more information on the background of the speakers:

gb-symposium.ch

Directions



BY CAR

Highway A3 Zurich-Chur to the exit Thalwil/Rüslikon; at the roundabout head towards Thalwil. Parking available for a fee at «Park im Grüene», from there five minutes by foot, follow the signs.

BY BUS OR TRAIN

Bus No. 165 from Zurich «Bürkliplatz» to the «Merisbrunnen» or «Langhaldenstrasse» bus stop, from there five minutes by foot.

Bus No. 141 from train station Thalwil to the «Park im Grüene» bus stop, from there five minutes by foot.

S-train S24/S8 to the Rüslikon train station, from there Bus No. 165 to the «Langhaldenstrasse» bus stop.

S-train S2 to the Thalwil train station, from there bus No. 141 to the «Park im Grüene» bus stop.

Shuttle service from 12.30 to 13.15 and from 18.30 to 20.00 from Rüslikon train station to the GDI and back. Please follow the directions.

Registration

Fee includes attendance at plenary and workshop sessions, a shuttle to and from the event venue, catering during the entire conference and participant documentation. The following prices apply for each category.

Registration deadline: Wednesday, June 6, 2018

(limited number of places)

COMPANIES / CORPORATES

CHF 750 (+VAT)

COMPANIES / CORPORATES WITH A CCR MEMBERSHIP

Free of charge (number of tickets depending on membership category)

COMPANIES / CORPORATES IN THE AREA OF REPORTING (AGENCIES, CONSULTING FIRMS ETC.)

CHF 1500 (+VAT)



For reasons of data protection, the address database of the Geschäftsberichte-Symposium will not be shared with third parties. Based on this you may receive invitations to the event from various partners.

Contact

YOUR CONTACTS

Reto Schneider

Founder and Co-CEO
Center for Corporate Reporting (CCR)

reto.schneider@corporate-reporting.com
+41 44 446 83 50

Barbara Zäch

Co-CEO
Center for Corporate Reporting (CCR)

barbara.zaech@corporate-reporting.com
+41 44 446 83 50

FOR ANY QUESTIONS, PLEASE CONTACT:

Joey Bangerter

Event manager
Geschäftsberichte-Symposium

joey.bangerter@corporate-reporting.com
+41 44 446 83 51

VENUE

Gottlieb Duttweiler Institute (GDI)

Langhaldenstrasse 21
CH-8803 Rüschlikon/ Zurich

gdi.ch

Partners

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hart/
Schön



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