

€ TRAINING

Conference on Financial Strategies and
Accounting Skills



7 - 11 April 2025
Casablanca (Morocco)



Conference on Financial Strategies and Accounting Skills

REF: C2282 DATE: 7 - 11 April 2025 Venue: Casablanca (Morocco) - Fee: 4290 Euro

Introduction:

This conference provides participants with essential skills and knowledge in financial strategies and accounting. It empowers them to make informed financial decisions, develop effective strategies, and manage financial resources efficiently.

Conference Objectives:

At the end of this conference, participants will be able to:

- Develop and implement financial strategies for business growth.
- Analyze financial statements and perform financial analysis.
- Understand and apply advanced accounting techniques.
- Manage financial risks and optimize resource allocation.
- Prepare and present financial reports and strategic plans.

Targeted Audience:

- Financial Managers.
- Accountants.
- Business Analysts.
- Strategic Planners.
- Senior Executives.

Conference Outline:

Unit 1:

Developing Financial Strategies:

- Overview of financial strategy and its importance.
- Setting financial goals and objectives.
- Creating and implementing financial plans.

- Strategic decision-making and resource allocation.
- Successful financial strategies.

Unit 2:

Financial Statement Analysis:

- Techniques for analyzing balance sheets, income statements, and cash flow statements.
- Understanding financial ratios and key performance indicators KPIs.
- Conducting horizontal and vertical analysis.
- Identifying financial trends and forecasting.
- Utilizing financial analysis tools and software.

Unit 3:

Advanced Accounting Techniques:

- Introduction to advanced accounting principles and practices.
- Managing complex financial transactions and consolidations.
- Understanding and applying international accounting standards.
- Implementing cost accounting and budgeting techniques.
- Advanced techniques for financial reporting and compliance.

Unit 4:

Managing Financial Risks:

- Steps and techniques of identifying and assessing financial risks.
- Implementing risk management strategies and controls.
- Understanding market, credit, and operational risks.
- Utilizing financial instruments for risk mitigation.
- Developing a comprehensive risk management framework.

Unit 5:



Financial Reporting and Strategic Planning:

- Methods of preparing and presenting financial reports for stakeholders.
- Communicating financial performance and strategic plans.
- Utilizing financial data for strategic decision-making.
- Integrating financial strategies with business objectives.
- Best practices for financial reporting and transparency.