

XBRL

The web based language for Financial Reporting

- The Essentials – what you need to know
- All in one detail-packed day

This briefing is for everyone affected by eXtensive Business Reporting Language – the worldwide accepted method of reporting financial information on the web. Affected in what they do, the way they do it and the NEW OPPORTUNITIES it offers – in financial reporting AND investor and public relations.

For ALL PRODUCERS of financial information, all USERS of published financial information and all those engaged in investor and public relations.

- XBRL – what is it; why you need to know
- Reporting in XBRL: how; potential problems and their solutions
- Benefits of XBRL – cost, time and impact on financial markets
- The multi-regional, multi-lingual, international opportunities created by XBRL
- Solutions to issues of authority, accuracy and audit credibility
- How XBRL content will enhance investment decision making
- Who will use XBRL to improve market research, analysis and benchmarking
- What impact XBRL will have on regulation and compliance
- How XBRL will affect shareholder communications and analyst relations
- Who is using, who will be using, who is required to report in XBRL
- What you need to know about systems, applications and costs
- How XBRL will impact brand and reputation management

This is a DETAIL-PACKED briefing and at just the right time.

Full documentation will be provided to all participants and adequate time set aside for questions and discussions.

Who Should Attend

- Financial Reporting: CFOs, Financial Controllers, Accountants, Compliance Officers, Internal and External Auditors
- Investor Relations: CFOs, Heads of Corporate Affairs / Analyst Relations
- Regulatory Affairs: Corporate Treasury / Compliance Officers / Risk Managers
- Financial Services: Analysts, Stockbrokers, Bankers, REITs
- Institutional Investors: Banks, Insurance Companies, Pension Funds, Hedge Funds, Mutual Funds
- Information Services: Information Channels and Distributors including Operators of Investor Relations Services, Broadcasters, Financial News Providers, Newspapers and Specialty Publications
- Technology Providers, Suppliers and Designers of Databases, Search, Streaming Media, Analytics, Dashboards, Tools and their associated Content Managers

Why You Should Attend

Firstly – all quoted companies will have to report in XBRL – this is a major challenge. Next – Because investors and public relations will be fundamentally affected. Public corporations are adopting eXtensive Business Reporting Language (XBRL) to comply with new financial reporting mandates. XBRL will fundamentally alter business reporting and increase the need to develop new and reactive strategies and capabilities to handle public and investor relations. Research analysts and market makers will use XBRL reports and the economic data will influence decision making, increasing the need to improve response rates as real-time information changes the shape of financial markets. Additionally, XBRL will enable organizations to deliver important information currently hidden in legacy systems and corporate silos thereby improving interactive communication with the entire range of stakeholders.

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Speakers:

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Thursday May 21, 2009, Hilton Hotel, New York

The web based language

Program

Joint Track

The revolutionary opportunities offered by XBRL to integrate financial reporting, enhance investor / stakeholder relations, re-enforce marketing and project corporate brand

- How to solve the need for heightened transparency
- Executives need solutions – XBRL creates enormous possibilities
- Imagine specialists delivering results of a team of 10 workers
- Communicating value creation to corporate stakeholders
- Corporate analyst interaction and opinion management
- New paradigm – normalizing real-time delivery of strategic information
- Leveraging multimedia and visual analytics to deliver XBRL to stakeholders
- The impact XBRL can have on the global economy

Track 1: Financial Reporting and Regulation

XBRL – what is it, why you need to know

- The XBRL mandate
 - SEC (U.S. Securities and Exchange Commission) goals
 - Related programs
- Implementation
 - Compliance phase-in dates and grace periods
 - Scope of information covered
- Categories of issuers and reports covered
 - Periodic filings and current reports
 - Management's discussion & analysis
 - Registration statements
- Penalties for non-compliance
 - Exchange Act reporting obligations
 - S-3 and Rule 144 eligibility

Reporting in XBRL – potential problems and their solutions

- Review of the reporting workflow
- XBRL presentation issues – What you should be spending your time on
 - Element naming / ordering
 - Presentation / rendering
- XBRL instance creation – How you should be generating instances
 - Options
 - Issues
 - Approaches towards mitigating the issues
- Discussion of how information is used downstream and why you should be considering the users of the information when creating the instance documents
 - Regulators
 - Your Investors
 - Institutional Analysts
- Best practices

Benefits of XBRL – cost and time

- Potential costs
 - Ongoing compliance function
 - Initial resource allocation
 - Maintenance and ongoing compliance
 - Liability for XBRL data
 - Rule 10b-5 Liability
 - Furnished information
 - Automated SEC compliance reviews and monitoring of reporting
- Potential benefits
 - Wider and deeper analyst coverage
 - Enhanced efficiency
 - Error reduction
 - Investor analysis

The multilingual-international opportunities offered by XBRL

- Capital markets are global
- Companies must provide understandable financial information to capital markets around the world
- XBRL is a universal language
- Regulators in 20 countries are using XBRL in their disclosure systems
- When financial statements based on GAAP or IFRS are reported in XBRL, investors around the world can access and understand the statements no matter where the company is located

Implications for external and internal auditing; authority and accuracy

- Structured data utilized throughout an organization's financial closing and reporting process can:
 - Ensure better accuracy
 - Allow for more efficient assurances
 - Speed the process
- XBRL can automate analytic rules replacing manual auditing
- Current SEC rules regarding assurances and auditing of XBRL tagged data

Accounting and financial regulation – who already is and who will shortly be requiring XBRL reporting

- XBRL is a global standard. Countries and regulators currently requiring XBRL and those with announced timetables
- XBRL and the SEC, the phase-in schedule: who is required to file XBRL and when?

How to implement – available systems, costs and organizational issues

- Planning:
 - Learn about XBRL and your requirements
 - Assemble the oversight team
 - Develop the project plan, workflow and quality control steps
 - Staff according to plan
 - Develop the review procedures, the approval procedures, and the filing procedures
 - Learn taxonomies

XBRL

Use for Financial Reporting

Summary

→ Determine which filings will be tagged

- Decisions:
 - Outsource or in-house?
 - Learn about, select and implement software and services
 - Considerations when choosing 'tool' or 'service'
- Who should be involved?
- Resources

Track 2: Investor and Public Relations

Implications for investor and stakeholder relations

- Microsoft and its utilization of XBRL
- Connection of reporting information from the Preparer to the Investor
- Demonstration of the end to end scenario (utilizing *FRLive* to *Investor Central*)
- Lessons learned and the value we have derived

XBRL as a tool in benchmarking

- XBRL as interactive data
- Where are we today?
- The day when XBRL data is ubiquitous...
- Bringing out the power of XBRL further – visual analysis

XBRL in risk and crisis management

- Reporting format, not magic elixir
- Get information right first time
- FDIC / Netherlands examples
- How Obama could track TARP
- Data not reports as the center of actionable information
- Internal corporate risk management
- Portfolio management

The importance of valuing intangible assets – and the role of XBRL in the process

- Trust in financial markets and the lack of standards in financial reporting prior to the adoption of XBRL
- XBRL increases transparency in financial reporting and standardizes terminology
- Intangible assets can often account for the greater part of the shareholder value
- Recent regulations (IASB 36/38, SEC S-X, FASB 141/142) require companies (public and private and in almost all jurisdictions) to identify and value their intangible assets
- S&P 500 have a 91% shortfall in compliance with the recent regulations (Les Nouvelles, March 2008)
- The difficulties in valuing intangibles
- XBRL levels the playing field, it makes it easier to include intangibles

Leveraging XBRL and semantic technologies

- Mapping internal data categories and contexts with XBRL
- Integrating internal and external information
- Process interoperability, exception handling and security
- Business intelligence, risk analysis, search, query and fraud
- Competitive advantage – flexible, agile, and efficiencies

- Unstructured data (aka web, email etc.) semantics
- Link public and private data, mash ups, news and research

XBRL in brand management and the role of social media analytics

- Supporting the brand with rich media and XBRL analytics
- Application of marketing techniques within an XBRL environment
- Role of social media in the era of Google, YouTube and Facebook
- Sharing stories and experiences to enhance interaction
- Integration of words to build shared-meaning
- Opportunities for users to use inductive and deductive logic
- Impact of blogs, forums and wikis on XBRL user experience

Integrating XBRL reporting into a real time market research framework

- The SEC makes it mandatory
- Data is there, now what?
- Where to find
- Software
- Data feeds
- Impact on competitive analysis and analyst coverage
- How companies can gain a competitive advantage
- Search like the SEC

Joint Track

Frameworks, content architecture, documents, taxonomies, tools and infrastructure: how to make it all work well

- XBRL for non-financial information
- Global collaborative efforts to develop frameworks and concepts for non-financial information
- Integrating frameworks for business reporting and ESG reporting
- Developing XBRL taxonomies for non-financial information and key performance indicators

Make, buy, rent, partner or outsource: latest thinking

- The pros and cons
- Options with in-house solutions – 'make' or 'buy'
 - Products available
 - Filling the XBRL expertise gap
 - Time estimates from early adopters
 - Integration into process
 - Advantages of an in-house solution
 - Experiences from early adopters
- Options with outsourcing (partner or full outsource?)
 - Approaches by service providers
 - What is your comfort level?
 - Advantages to outsourcing
 - Experiences from early adopters

REGISTRATION FORM

E09422

GENERAL INFORMATION

XBRL: The web based language for Financial Reporting

Thursday, May 21, 2009, Hilton New York

To: Henry Stewart Events, Russell House, 28/30 Little Russell Street, London, WC1A 2HN, UK

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