

2011 Training Programme for Accountants in Business



Exciting New Pricing Options

CPD Courses

from only €60 (3 hours)



Individual courses

Flexible season tickets

Dublin | Cork | Limerick

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Mercia Ireland Ltd. is a group company of the Mercia Group, one of the UK and Ireland's largest providers of training and support services to the accountancy profession.

Our complete training service is dedicated to the accountancy profession and provides practical training for all professional staff.

Any questions?

If you have any questions about our CPD and staff courses or pricing options contact: marguerite.hughes@merciaireland.com or call her on +353 (0)1 8090080.

In-house courses

Many of the courses we present can be organised on behalf of individual organisations. We provide a speaker plus the course documentation and the precise content of the course is tailored to suit the needs of your firm. If you would like to know more about the training we offer firms, contact: marguerite.hughes@merciaireland.com or call her on +353 (0)1 8090080.

See also page 6 for details of in-house courses for non-accounting staff.

Booking and Payment Options

Flexible season tickets

Platinum Season Ticket

€1,200 for 60 hours CPD nationwide.

Additional places booked by the same firm will qualify for 25% discount from the standard price (see below). Additional discounts may be available for bookings of five or more places on a single course - please contact us.

Your Platinum ticket also entitles you to

- 25% discount on live webinars, and free access to all recorded webinars

Gold Season Ticket

€900 for 30 hours CPD nationwide.

Additional places booked by the same firm will qualify for 25% discount from the standard price (see below). Additional discounts may be available for bookings of five or more places on a single course - please contact us.

Your Gold ticket also entitles you to

- 25% discount on live and recorded webinars

Individual courses

CPD courses

€160 (half day course) & €350 (full day course)

Course outlines are on pages 2-6

CPD Course Programme

Pg. No	Course	Dublin	Cork	Limerick
3	Consolidated Financial Statements	8 Mar (pm)	22 Mar (pm)	
3	Managing and Motivating Staff in a Recession	24 Mar (full day)		
3	The Needs and Challenges of Small and Growing Businesses - a Dragon's Perspective	5 Apr (12.15pm - 2.30pm)		
4	VAT Problem Areas	12 Apr (pm)		14 Apr (pm)
4	Equity Finance, Funding & Business Valuations	12 May (pm)		10 May (pm)
4	Finance Act 2011	17 May (pm)		
5	Common Accounting Problems	24 May (pm)		31 May (pm)
5	Revenue Audits & Powers & the 2010 Code of Practice	20 Sep (pm)	22 Sep (pm)	
5	Marketing: What every Accountant should know	20 Oct (pm)		
6	The New Financial Reporting Standard for Medium Sized Entities (FRSME): The Replacement of UK/Irish Financial Reporting Standards!	24 Nov (full day) 8 Dec (full day)		

Venues

Dublin

Radisson Blu St. Helen's Hotel
Stillorgan Road
Blackrock
Dublin 4

Cork

Clarion Hotel Cork
Lapps Quay
Cork City

Limerick

Clarion Hotel Limerick
Steamboat Quay
Limerick

Timings

am courses 9.30am - 12.30pm
pm courses 2.00pm - 5.00pm
full day courses 9.30am - 5.00pm

Speakers

James Browne FCCA Dip IFR Adv Dip (T & D)

James is Professional Course Director and a senior lecturer at Dublin Business School (DBS). James has extensive lecturing experience preparing professional accountancy students for external examinations at all levels in the areas of Management Accounting and Financial Reporting (UK / Irish GAAP & IFRS) and acts as Examiner / Moderator for one of the Professional Accountancy bodies in Ireland as well as External Examiner for a number of other Institutions. James has lectured to qualified accountants throughout Ireland in the areas of Strategic Management Accounting and Financial Reporting under Local and International GAAP. He has achieved consistently strong feedback and praise for the practical nature of his delivery focus. James has acted as the ACCA representative on the Accounting Standards Committee of the Consultative Committee of Accounting Bodies (Ireland). Prior to lecturing, James gained varied professional accounting experience ranging from practice to multi-national industry. James has also authored a professional course textbook in Management Accounting.

Oonagh Carney AITI

Oonagh Carney is the Managing Director of Carney VAT Consulting and has worked exclusively in VAT for over 12 years. Prior to establishing Carney VAT Consulting, Oonagh worked as a Director in a Big 4 VAT group for over ten years. Oonagh advises a broad range of clients including private individuals, other professional service advisers, local authorities, public companies and international clients on all aspects of Irish VAT, ranging from consultancy to Revenue VAT audits and compliance. She is an Associate of the Irish Taxation Institute and a Registered Tax Consultant. She is the Editor of the TMITI VAT Manual for the Irish Taxation Institute and has spoken as a VAT specialist at a number of Irish Taxation Institute conferences and events. Oonagh is also a regular contributor on current VAT issues for Irish and international taxation and accounting journals

Ciaran Desmond BCL LLB FCA FITI

Ciaran Desmond is a solicitor, Chartered Accountant, and a member of the Institute of Taxation, and the Managing Partner of McGuire Desmond Solicitors, with offices in Cork and Dublin. The firm is one of the largest Irish commercial legal practices outside Dublin. Ciaran specialises in corporate restructuring and inward investment work and advises many high net worth clients of his practice. He is a council member of the Irish Institute of Taxation and a member of the taxation committee of the Law Society. He was the author of FINAK 2005, 2006 and 2007. He has extensive lecturing experience and has lectured for many of the taxation and accountancy bodies over the years.

Paul Dillon

Paul Dillon is a Tax Partner with Duignan Carthy O'Neill, Chartered Accountants in Dublin. Paul is responsible for delivering compliance and consultancy to a wide range of clients from PLC's to SME's. He is a representative of the Consultation Committee of Accounting Bodies of Ireland and the TALC Audit Sub Committee. He is a member of the AGN International Tax Committee, the International Association to which his firm is affiliated.

Brendan Foster FCCA

Brendan Foster is partner, Business Consulting & Advisory Services in Grant Thornton Dublin. He joined the firm in 1995 having previously been a director of corporate finance and consulting in another Dublin practice. Brendan oversees an extensive client portfolio across a variety of sectors including renewable energy, retail and leisure, construction and property. He also heads a specialist debt advisory team in Grant Thornton that has extensive business and technical experience and advises on all aspects of debt restructuring including negotiation and re-negotiation of terms with key lenders and other stakeholders. He assists clients of the privately held business division with maximising finance from state bodies (Enterprise Ireland, Sustainable Energy Ireland and Udarás Na Gaeltachta) and structuring investor presentations to venture capital organisations. A strong advocate of business planning and strategic positioning, Brendan assists clients in identifying key business drivers and formulating an actionable plan to deliver objectives. Brendan is a fellow of the Association of Chartered Certified Accountants in Ireland (ACCA) and was the Irish president in 2008/09. He has served as an officer on many of the technical committees of the association, as its International Assembly representative and for the Combined Consultative Accountancy Bodies in Ireland.

Sean Gallagher

Sean Gallagher is a speaker and entrepreneur who is best known as an investor on RTE's Dragon's Den. He is founder and former CEO of Ireland's largest home technology company, Smarthomes. As an entrepreneur Sean understands the challenges of setting up and growing a successful business in Ireland. He is a Board member of InterTrade Ireland, the North South Trade body, and was recently appointed to the Board of FAS, the National Training and Employment agency. Sean was a finalist in the Ernst & Young Entrepreneur of the Year 2006. Today he supports and mentors many emerging entrepreneurs and small business start ups. Sean is a regular contributor in the media, and at seminars and conferences, on success, business and entrepreneurship.

Rachel Killeen

Rachel Killeen, a graduate in Management Science from Dublin's College of Marketing and Design and from Trinity College Dublin, has been involved in marketing professional services for over 20 years. Rachel established Ulster Bank's International and Treasury marketing functions and has worked with some of Ireland's most prominent brands. In 2008, she set up Killeen Communications which provides sales, marketing and PR expertise to both corporate companies and professional firms. Her business philosophy is all about helping clients to create value, communicate effectively and establish collaborative relationships. Rachel specialises in marketing strategy, communications, innovation and writing for business. She regularly speaks at conferences, seminars and on radio about marketing and international marketing for businesses. Rachel is author of Client Science: The Five Cs Marketing Plan for Professionals (Chartered Accountants Ireland May 2010). She is also co-author of a publication on International Marketing entitled: 'Selling your Services Overseas' for the Irish Exporters Association.

Robert J Kirk BSc (Econ) CPA FCA

After graduating with a second class first division honours degree in Economics from Queens University, Belfast in 1972, Robert trained as an Irish Chartered Accountant with Price Waterhouse, qualifying in first place in his final examinations in 1975. Subsequently he was employed as the Financial Controller of ICB, a subsidiary of Shell (UK) and as a personal assistant to the partners in James Baird & Co (now part of PricewaterhouseCoopers). In 1981 he was appointed a Director of Business and Accounting Training where he embarked on his academic career, teaching mainly on the professional examination courses for ICAI, CPA, CIMA and ACCA in Belfast and Dublin. In 1985 he joined Queens University as a full time lecturer and moved to the University of Ulster in 1992 as a Senior Lecturer. In 1994 he was appointed to the Chair in Financial Reporting at the University of Ulster. Robert specialises in the teaching of and research into the development of accounting standards in the United Kingdom. He has published 14 books and numerous articles in both academic and professional journals. Three of his publications are currently core textbooks for two of the main professional accounting bodies in the United Kingdom.

Wendy McCulla MCIPD LLB

Wendy runs her own management consultancy business "Aspire Learning & Development". She works with clients to help them achieve their potential and implement positive change in their organisations. Wendy has extensive experience in training and developing teams and individuals in businesses and professional practices throughout Ireland. A member of the Chartered Institute of Personnel and Development, she is also an accredited Executive Coach and works with senior executives/business owners to help them maximise their leadership potential, enhance their management skills to get the most out of their people, and therefore grow the profitability of their business. Prior to setting up her business, Wendy worked for Harbinson Mulholland as their 'People Performance' consultant and has also worked for CO3 (Chief Officers of the Third Sector), Humana International Recruitment Consultants and Coca-Cola Bottlers Ulster.

Consolidated Financial Statements

Speaker: James Browne FCCA Dip IFR Adv Dip (T & D)

Platinum ticket price €60 per place
 Gold ticket price €90 per place
 Standard price €160 per place

OBJECTIVES

For many practitioners, the client base may comprise primarily owner managed entities. However, it is increasing common for clients to utilise groups of companies to structure their corporate activities.

This session seeks to remind delegates of the basic principles of preparing consolidated financial statements for groups and then expand that knowledge into the more complex areas to assist practitioners in ensuring accurate financial reporting for groups.

The session will also consider current developments and the continuing move towards harmonisation of reporting standards in the area of consolidation.

CONTENT

- Review of the relevant accounting standards for group accounting and the critical principles contained therein
- Review of a simple 10 point checklist for the preparation of straight forward consolidated financial statements
- Applying fair values in acquisition accounting (FRS 7)
- Dealing with intangible assets and goodwill (both positive and negative) (FRS 10)
- Accounting for associates and joint ventures (FRS 9)
- Consideration of when there is a need and /or requirement for an impairment review (FRS 11)
- Complex group structures (vertical and mixed groups)
- Accounting for step (piecemeal) acquisitions.
- Accounting for disposals, partial disposals and deemed disposals
- Brief consideration of the impact of international harmonisation on group accounting

CPD HOURS: 3

Dublin
8 Mar (pm)

Cork
22 Mar (pm)

Managing and Motivating Staff in a Recession

Speaker: Wendy McCulla MCIPD LLB

Platinum ticket price €120 per place
 Gold ticket price €180 per place
 Standard price €350 per place

OBJECTIVES

During an economic downturn it is more important than ever to have a team which is committed to the long term success of the business.

Some businesses may have been forced to reduce their work force over the last year putting increased pressure on existing employees.

This workshop, designed for those involved in managing a team, will give practical guidance on how to cope with change and encourage staff to work more efficiently and effectively, thereby improving business performance.

CONTENT

Morning Session:

- Understanding reactions to Change
- Managing through Change
- Motivating Employees
- Coaching and Empowerment

Afternoon Session:

- Tapping into Creativity
- Problem-solving tools and techniques
- Developing Mental Resilience
- Achieving Challenging Goals

CPD HOURS: 6

Dublin
24 Mar (inclusive of light lunch)

The Needs and Challenges of Small and Growing Businesses - a Dragon's Perspective

Speaker: Sean Gallagher

Platinum ticket price €60 per place
 Gold ticket price €90 per place
 Standard price €160 per place

Sean Gallagher is a speaker and entrepreneur who is best known as an investor on RTE's Dragon's Den. He is founder and former CEO of Ireland's largest home technology company, Smarthomes.

As an entrepreneur Sean understands the challenges of setting up and growing a successful business in Ireland.

He is a Board member of InterTrade Ireland, the North South Trade body, and was recently appointed to the Board of FAS, the National Training and Employment agency.

Sean was a finalist in the Ernst & Young Entrepreneur of the Year 2006.

Today he supports and mentors many emerging entrepreneurs and small business start ups.

Sean is a regular contributor in the media, and at seminars and conferences, on success, business and entrepreneurship.

After a light lunch, Sean will speak on the topic of "The needs of small and growing businesses and the challenges faced by them - a Dragon's Perspective".

CPD HOURS: 2



Dublin
5 Apr (from 12.15pm - 2.30pm inclusive of light lunch)

VAT Problem Areas

Speaker: Oonagh Carney AITI

Platinum ticket price	€60 per place
Gold ticket price	€90 per place
Standard price	€160 per place

OBJECTIVES

The course will address a broad range of issues related to the VAT treatment of domestic and international supplies of goods and services, the exceptions to these rules, and general VAT compliance obligations arising for business in relation to such supplies.

CONTENT

- VAT treatment of domestic and international supplies of goods for B2B sales
- Distance sales for B2C supplies of goods
- Composite and multiple supplies
- Two-thirds rule
- Triangulation
- Importation reliefs
- VAT 13A's
- VAT treatment of domestic and international supplies of services for B2B and B2C sales
- VIES returns for goods and services
- Discounts and rebates
- Reclaiming foreign VAT
- Bad debt relief
- Sale of a business
- Finance v's operating leases
- Other topical problem areas

CPD HOURS: 3

Dublin
12 Apr (pm)

Limerick
14 Apr (pm)

Equity Finance, Funding & Business Valuations

Speaker: Brendan Foster FCCA

Platinum ticket price	€60 per place
Gold ticket price	€90 per place
Standard price	€160 per place

OBJECTIVES

Many companies require equity finance to provide initial capital or development capital. The Irish market provides limited access to third party funding and there are a significant number of projects competing for it. The presentation will consider the following key areas of equity finance and funding:-

- Private investors and the Angel Community
- Venture Capital (VC)
- Alternative sources - Pension funding/BES
- State support
- Overseas resources
- Who is in the market; and
- The typical deal sizes available

CONTENT

In preparing for an investor presentation there are a number of key issues which need to be addressed in advance:-

- Robust Information Memorandum
- Valuation basis
- Likely deal structures
- VC due diligence
- Timing and bridging
- An outline of minimum requirements and current views on valuation and deal structures.

CPD HOURS: 3

Dublin
12 May (pm)

Limerick
10 May (pm)

Finance Act 2011

Speaker: Ciaran Desmond BCL LLB FCA FITI

Platinum ticket price	€60 per place
Gold ticket price	€90 per place
Standard price	€160 per place

OBJECTIVES

This course will cover all of the major clauses in the Finance Act 2011 and will concentrate on the practical implications for auditors, accountants and their clients.

CONTENT

- Changes to personal tax
- Employee taxes
- Capital taxes
- Business & Corporate taxes
- VAT
- Other relevant legislative changes

CPD HOURS: 3

Dublin
17 May (pm)

Common Accounting Problems

Speaker: James Browne FCCA Dip IFR Adv Dip (T & D)

Platinum ticket price €60 per place
 Gold ticket price €90 per place
 Standard price €160 per place

OBJECTIVES

The intricate detail of financial reporting standards may find itself being overlooked in the modern business environment when revenues and earnings are buoyant in a striving economy. However, in recent years, the absence of commercial confidence has caused difficulties for business.

As accountants, we have to support our clients as they change the way they do business, sometimes fighting for survival in an economic recession. This often means going back to basics and using accounting standards to ensure businesses properly report their performance and financial position in the financial statements.

This session seeks to remind delegates of some of the common problem areas in financial reporting standards which might be worth revisiting to help ensure confidence in accurate financial reporting.

The session will also consider current developments and the continuing move towards harmonisation of reporting standards.

CONTENT

- Are the accounting policies still appropriate and when can they be changed? (FRS 18)
- Reporting what should be reported - exceptional / extraordinary items and discontinued operations (FRS 3)
- Embracing the principle of "substance over form" particularly in relation to revenue recognition (FRS 5)
- "Cash is King!" - consider the critical importance of cashflow statements for all entities
- Revaluation of fixed assets and dealing with investment properties (FRS 15 and SSAP 19)
- Intangible assets and goodwill. Are the values sustainable? (FRS 10)
- Provisions and when they are needed (FRS 12)
- Impairment reviews and when they are needed (FRS 11)
- Financial instruments (FRS 25, 26, 29)
 - accounting and disclosure
 - impairment of financial assets
- The future of financial reporting in Ireland
- Ethical behaviour issues in a practical world

CPD HOURS: 3

Dublin
24 May (pm)

Limerick
31 May (pm)

Revenue Audits & Powers & the 2010 Code of Practice

Speaker: Paul Dillon

Platinum ticket price €60 per place
 Gold ticket price €90 per place
 Standard price €160 per place

OBJECTIVES

This course gives an overview of how to deal with various Revenue Interventions and Audits, paying particular attention to the changes brought about by Finance Act (2) 2008 and the new code of practice for Revenue audits introduced in 2010.

CONTENT

- Dealing with Revenue
- Revenue powers
- Investigations v audit, versus enquiry, and how to deal with them
- New code of practice
- Penalty regime introduced in Finance Act (2) 2008
- Situations where old code of practice still applies to Revenue audits
- Appeals
- Current areas of concentration

CPD HOURS: 3

Dublin
20 Sep (pm)

Cork
22 Sep (pm)

Marketing: What every Accountant should know

Speaker: Rachel Killeen BSc (Mgmt)

Platinum ticket price €60 per place
 Gold ticket price €90 per place
 Standard price €160 per place

OBJECTIVES

How much of your valuable resources should you devote to marketing? There are those who believe it takes big ideas, big changes and big budget. However, there are some simple, practical marketing techniques to win business, drive profitability and ultimately improve the bottom line.

CONTENT

Using the Five Cs Marketing Plan - Collate, Create, Communicate, Collaborate and Calculate - this course provides case study led examples of how companies can:

- Harness customer research, insights and profitability analysis to build long-term relationships
- Create a 360 degree marketing proposition to maximise income
- Talk to customers in a way that engages and attracts them, at low cost
- Work with other organisations for mutual benefit and maximum exposure, using minimum expenditure
- Measure the effectiveness of marketing activity and spend.

A set of 'actions for the office' is provided to help accountants to influence the marketing strategy in the organisation and to budget accordingly.

CPD HOURS: 3

Dublin
20 October (pm)

The New Financial Reporting Standard for Medium Sized Entities (FRSME): The Replacement of UK/Irish Financial Reporting Standards!

- a two day workshop

Speaker: Robert J Kirk BSc (Econ) CPA FCA
Professor of Financial Reporting
University of Ulster

Platinum ticket price €240 per place
Gold ticket price €360 per place
Standard price €700 per place
(inclusive of light lunch)

OBJECTIVES

The Financial Reporting Standard for Medium Sized Entities (FRSME) will revolutionise financial reporting in Ireland as over 90% of reporting entities will have to switch from their current adoption of Irish GAAP to this standard. As most Irish companies do not adopt the FRSSE it will impact on every reporting entity in Ireland from the local grocers shop to the largest private company. There will also be opportunities to reduce the disclosures required for subsidiaries of listed companies.

This two day course will provide delegates with a detailed resumé of the focal points of this very important development for non listed companies in Ireland and to ensure that financial accountants are aware of the major changes required to adequately prepare the switch from national standards. It is designed for both users and preparers who want to find out about the main differences between national standards and the new FRSME. It is due to be applied for financial statements commencing from the 1st July 2013 but the opening Statement of Financial Position will, for some entities, be as early as the 1st July 2012.

Over the two days, which are separated by two weeks to enable delegates to better digest the material, the course will cover the major changes between current Irish standards and the new FRSME as well as providing illustrative examples of how the standard will be applied in practice so that both preparers and users of medium sized non listed companies are able to understand the major changes from the existing national standards.

CONTENT

- Scope
- Concepts and principles
- Content and Illustrative Financial Statements
- Presentation of Financial Statements
- Statement of Financial Position
- Statement of Comprehensive Income and Income Statement
- Statement of Changes in Equity and Statement of Retained Earnings
- Statement of Cash Flows
- Notes to the Financial Statements
- Purpose, structure, disclosure of accounting policies
- Judgments and key sources of estimation uncertainty
- Accounting policies, estimates and errors
- Foreign currency translation
- Property, plant and equipment including investment property

CPD HOURS: 12

The following courses can be presented on an in-house basis and are a very cost effective alternative.

For further details contact brendan.howard@merciaireland.com or call him on the telephone number below.

Understanding Financial Statements and Company Accounts

Half day course

While understanding financial statements can appear complex, this half day course will provide delegates with an understanding of the primary financial statements, which are the balance sheet, the profit and loss (income) statement, and the cash-flow statement, and with the use of case studies, remove the mystery. The course will also include discussion of the following:

- Accounting principles and policies
- The content of company accounts
- The Directors' Report
- The Profit and Loss account
- The Balance Sheet
- The link between the financial statements
- Filing company accounts
- Analysing the accounts
- Massaging the figures - potential areas of creative accounting

Accounting & Finance for non-Financial Managers

Full day course

In order to maximise their contribution to their business, all managers need to have a solid understanding of finance. This full day course is suitable for managers and executives with little or no previous financial experience or expertise. The course will include discussion of the following

- Understanding and interpretation of the primary financial statements (balance sheet, profit and loss (income) statement, and cash-flow statement)
- The relationship between financial and management accounting
- Working capital management
- Decision making - the role of budgeting, variance analysis, forecasting & break-even analysis
- The role of finance in business planning

Dublin
24 Nov & 8 Dec
(9.30am - 5.00pm)

CPD Course Booking Form

(Please use block capitals and photocopy if there is not enough space)

5 Easy Ways to Book:

WWW



Online

Book online at
www.merciaireland.com

Phone

Call us on +353 (0)1 8090080

Email

Email us at
enquiries@merciaireland.com

Post

Complete the booking form below and return to: Mercia Ireland Ltd, Suite 329, The Capel Building, Mary's Abbey, Dublin 7

Fax

Complete the booking form below and return to us by fax on +353 (0)1 8090082

Course Title	Date	Venue	Delegate Names	Cost

Personal Details
(Required for all bookings)

Firm	
Address	
Tel No	
Fax No	
Email	
Contact	

Payment Details

TOTAL (Cheque enclosed payable to Mercia Ireland Ltd) €

Paying By Credit Card: Visa, Mastercard or Laser Accepted

Card No _____

Security Code _____

Card Expiry Date _____

Cardholder Name & Initials _____

Cardholder Signature _____

Cardholder Address _____

Date _____

Confirmation: An invoice will be sent as confirmation of your booking.

Cancellations: No refund will be made where cancellation is received less than 14 days before the date of the course. All other cancellations will be subject to a 140 administration charge. All cancellations must be in writing.



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