

# MEDIAKIT





PREFACE BY PETER DE ROECK, OWNER FINANCIAL MEDIA

# USE US TO YOUR **ADVANTAGE**

Use the power of the most extensive financial network in Belgium. Financial Media is one of the leading providers of access to the finance community in Belgium. Our advertising and sponsorship programs are a proven marketing tool.

We offer numerous opportunities to present your brand, product and services to potential customers through various media and concepts. CFOs and their team have been relying on Financial Media for more than 21 years for in-depth and relevant content and cases. Our community are your potential buyers. Financial Media is the only media platform that offers you the opportunity to be both market-wide and niche-oriented through the same investment. Our print and digital campaigns cover the entire finance function, while our events and trainings focus on specific topics and (sub) target groups.

You will certainly find inspiration in this brochure to build a collaboration with Financial Media.

We are of course at your disposal to answer your challenges together.

Peter De Roeck

# MISSION

By creating targeted content and facilitating the transfer of specific know-how, we want to ensure that finance professionals can tackle their challenges and assignments with more knowledge and inspiration. In addition, we want to help finance professionals turn inspiration into in-depth and practical useful knowledge, so that they can have more impact and bring their finance organization to a higher level.

Under the brand name "CFO", the focus is on knowledge dissemination through various media channels. Financial Media is the publisher of CFO Magazine, the leading and only independent trade magazine for finance professionals in Belgium. Numerous seminars, events and training courses are also part of our offering. The monthly benchmark reports from Financial Media are also unique. With the organization of the award ceremony for the Best Finance Team of the Year, Financial Media brings together more than 1000 finance professionals which makes it the largest and most important finance networking event in the country. Every year, Financial Media attracts around 2000 finance professionals through various substantive meetings and training courses.

In partnership with Solvay Brussels School of Economics & Management - Executive Education, Financial Media is building a new standard for targeted training for various finance functions. It is the ambition, together with SBS-EM, to also become the leading market player for the finance function in training.

Activities "by finance for finance" are organized under the brand name "Finance Square". Here a network of peers is being built and the activities support the objective. The Finance Square meetings are best known. We built on this by developing the mobile application "Connect". Among other things, an app to match finance professionals with specific knowledge and finance professionals with specific information needs is one of the initiatives.

Tools, surveys and other services are offered under the brand name "CFO Diagnosis" to support companies on their way to a better organization of the finance function. In collaboration with André De Waal and Eelco Bilstra, Peter De Roeck is at the foundation and development of the "High Performance Finance Function" framework. He is also co-author of the book "The High Performance Finance Function" in practice.

With CFO Board, initiatives are currently being developed to use the knowledge of finance professionals from large and more mature organizations in useful advice to professionalize the finance function of SMEs and social profit organizations.

Financial Media is strongly embedded in the financial departments of large and medium-sized companies and larger social profit organizations in Belgium. With its initiatives, Financial Media not only reaches the CFO of these companies, but also its most important employees such as controllers, treasurers, accountants, credit managers, etc.



## FINANCIAL MEDIA

# CONTENT IS KEY

Our mission is to create specialized finance content and to facilitate the transfer of practice-oriented content to and among CFOs and finance professionals, so that they can fulfill their professional assignments with more knowledge, know-how and inspiration.

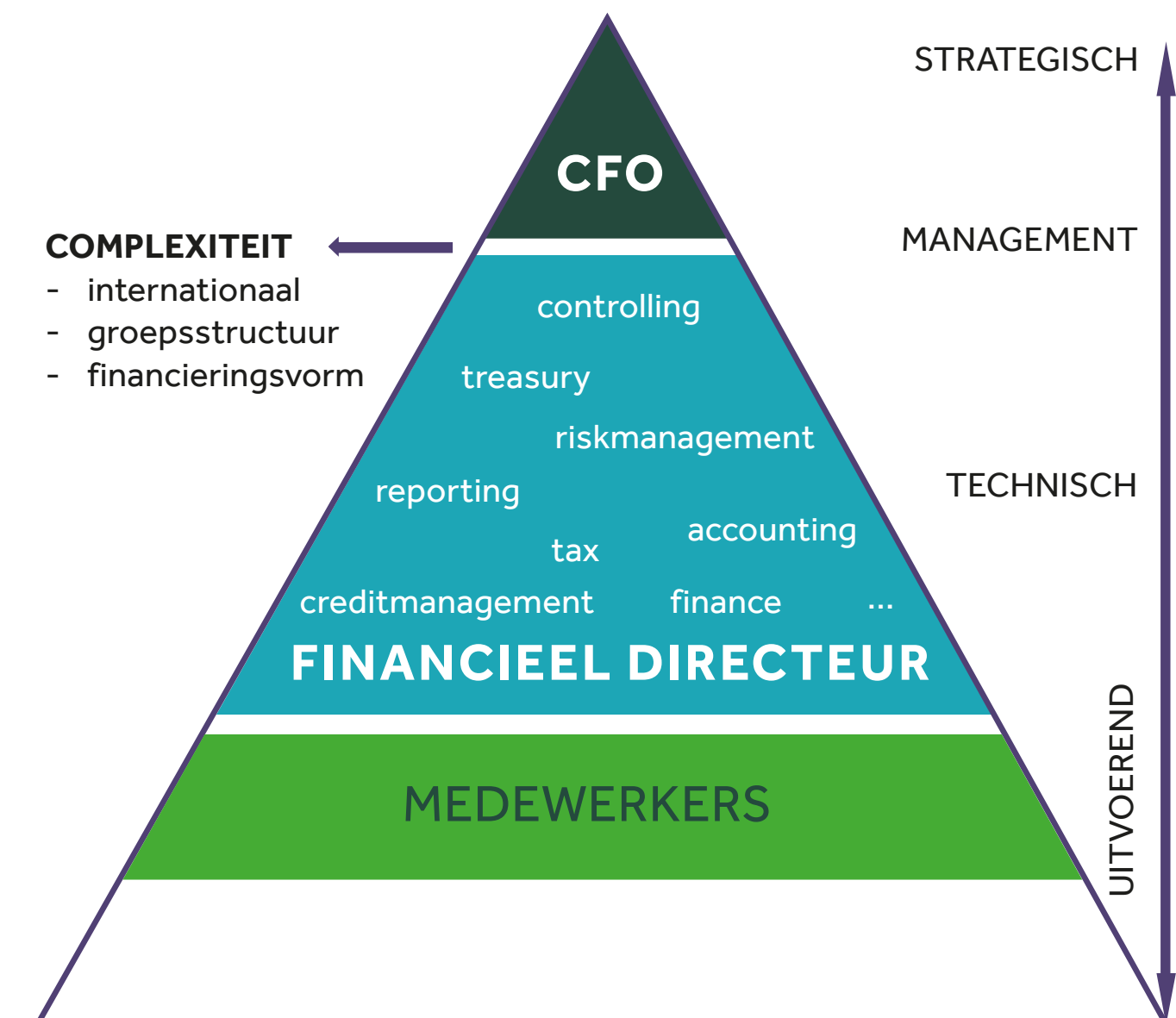
Financial Media is 100% independent. The shareholdership is 100% by the editor-in-chief. Our independence guarantees the development of a long-term vision. This is reflected, among other things, in the fact that we always prioritize the substantive and organizational quality of our products, services and organizations over potential commercial interests. It is also characteristic that we prefer to frame our commercial relationships and approach in a partnership that strives for the most personalized interpretation of the collaboration.

### TARGET AUDIENCE

Our target group, the financial management, is by no means a homogeneous group. For example, the job content of the CFO in an internationally listed company is different from that of the financial director of a locally growing SME. Both have a different information requirement. But there are also different information needs within the financial managements. For example, the controller has a different information requirement from its responsibilities than, for example, the credit manager.

At Financial Media, we not only "acknowledge" these differences, but are also organized to serve each financial discipline in terms of content. We work with communities: the same level of knowledge, the same professional challenges, the same information needs. The segmentation of the target group is done according to the figure in the margin.

The top management stands for the CFOs who, although financially engaged, mainly lead and participate as top managers in strategic decision-making and the implementation thereof. In practice, it concerns the larger companies, sometimes listed, but almost by definition active internationally (and / or as part of an international group). Such CFOs can rely on a team of financial specialists such as controllers, credit managers, accountants, tax specialists and others.





FINANCIAL MEDIA

CONTENT IS KEY

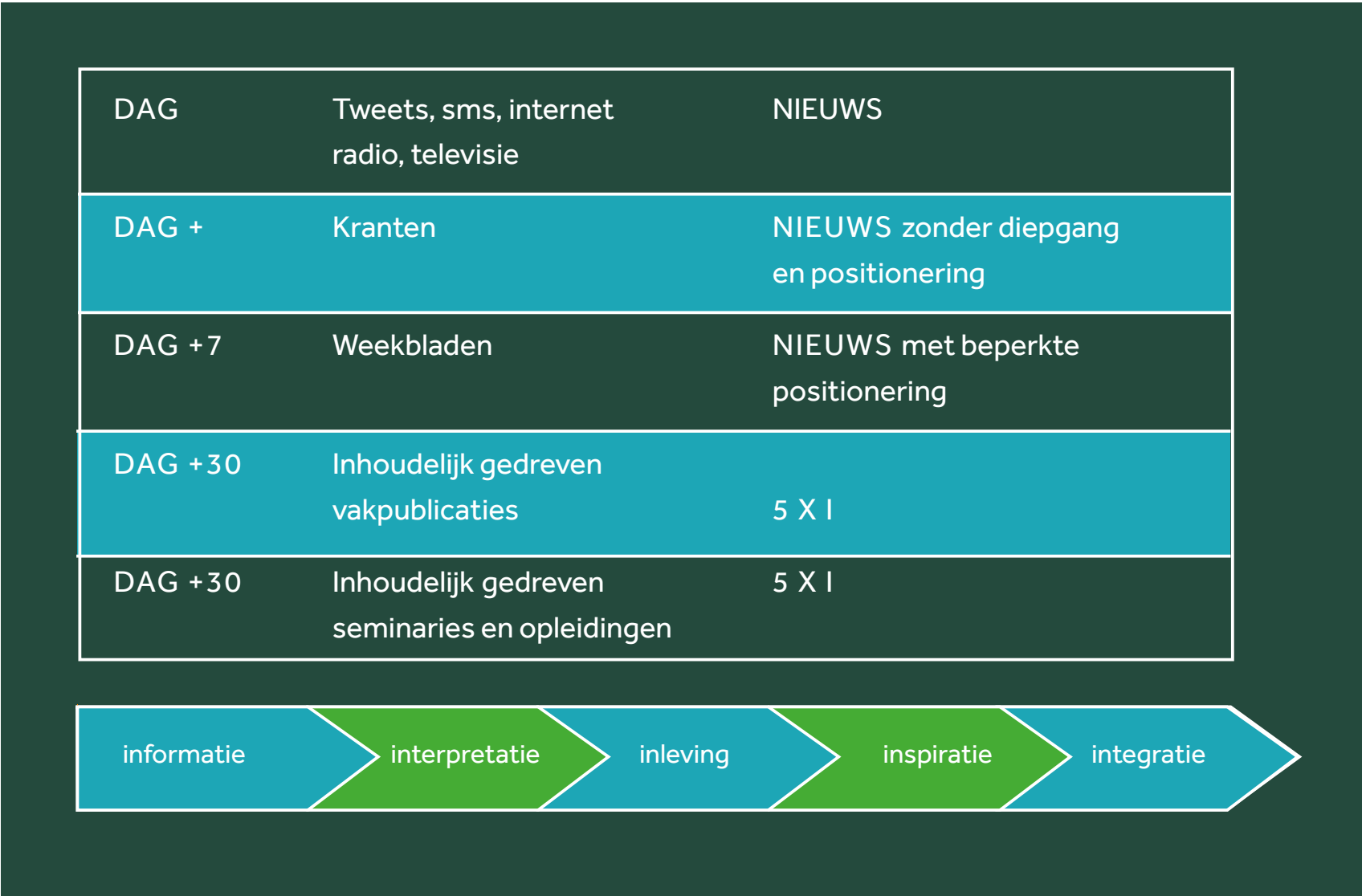
The latter domain specialists in the larger companies are, by function weight, at the level of the large group of financial directors (FD) who, in addition to their management duties, are also financially technically active and who themselves also fill in a partial discipline operationally. Their employees are highly operational-executive.

Many of these financial professionals make decisions in their field of action themselves, and even those who are relatively operational influence those decisions based on his or her involvement as a specialist. After all, finance is a knowledge discipline in which decisions are often based on advice from the specialist in the team.

KNOWHOW

Financial Media therefore focuses on a clearly defined target group and our media have a "low" frequency. It is therefore not our ambition and specialization to bring news facts quickly, quite the contrary. The editors take the time to transform the available information into usable knowledge and know-how.

We use our 5x "i" principle for this: information> interpretation> insight> inspiration> integration. In contrast to the increasingly emotional, more personal trend in the media country, CFO Magazine maintains a business and factual approach.





# CFO MAGAZINE

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## SOME NUMBERS ABOUT CFO MAGAZINE

# FACTS

- Since 1997
- 10x a year in printed format
- Dutch
- Circulation: 2200' 
- Scope
  - 96% member of the finance function
  - 4% CEO
- Coverage
  - Listed companies in Belgium: 93%
  - Consolidating groups: 89%
- 5,6 readers per issue (based on independent research amongst yearly subscribers and controlled circulation)



CORPORATE VISIBILITY

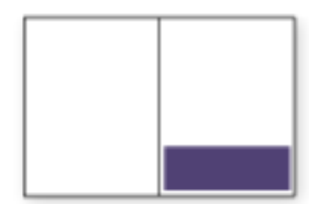
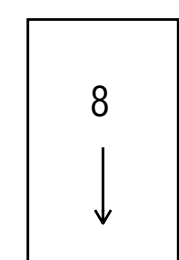
# ADVERTISING

What?

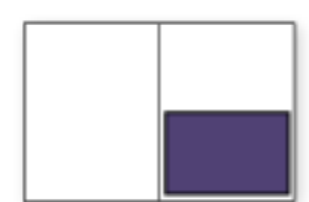
- Since 1997, CFO Magazine has been the trade magazine for the CFO and its key employees. Moreover, it is a working tool for the entire finance team. Not only the CFO, but also the controllers, accountants, credit managers, ... find inspiration and information to better tackle their professional challenges armed. With an average of 5.6 readers per publication and a circulation of 2200 copies, you can transmit your message to the finance function employees in a very efficient manner via CFO Magazine. The certified and specialized target group makes it possible to link branding to product or service technical information.

How does it work?

- Reserve your page(s) and indicate your preferred placement
- You provide a certified PDF that meets the technical requirements in accordance with the format that you have chosen
- You provide a certified PDF that meets the technical requirements in accordance with the format that you have chosen...



170 x 55 mm  
No bleed  
1.400 euro



170 x 115 mm  
No bleed  
1.800 euro



82 x 233 mm  
No bleed  
1.800 euro



215 x 285 mm  
Bleed on 4 sides  
false cut 3 mm on 4 sides  
2.700 euro



430 x 285 mm  
Bleed on 4 sides  
false cut 3 mm on 4 sides  
4.300 euro



BRANDED CONTENT

# YOUR INSPIRATION PAGES

What?

- CFO Magazine is a powerful communication medium to expand your content marketing strategy. You can highlight your service and products by means of an interview or practical testimony from your customer. This approach lends itself perfectly to, in addition to branding, provide more insight into the unique characteristics of your approach and products or to convey your vision. We ensure that in the elaboration of the publication, in addition to your branding and positioning, has a substantive added value for the reader as well.

How does it work?

- Option 1: 1/1 -



You provide your text and graphic material yourself, we take care of the lay-out in your house style integration - 3.000 euro

- Option 2: 2/1 -

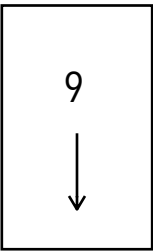


You provide your text and graphic material yourself, we take care of the lay-out in your house style integration - 4.500 euro

- Option 3: 2/1 -



We realize the text for you on the basis of an interview and are responsible for photography. - 5100 euro



BRANDED CONTENT

# CFO BENCHMARK 1/2

What?

- A survey with our target group on a specific, relevant topic. The results of which are then explained and commented by you. The whole is elaborated as an extensive article / section in CFO Magazine in addition to extensive digital exposure.

How does it work?

- The editors of CFO Magazine will draw up a survey with the input of your expertise (we organize a meeting to agree on the content of the survey or we email back and forth a few times) and have it filled in by the members of the CFO community.
- The questionnaire is drawn up in a neutral way and its primary objective is to offer a comparison point to our readers' community; so typical commercial question/ product or service marketresearch is not the objective of this concept).
- As soon as we have gathered enough responses to present a representative result, we will start to make an article with your input. The basis of the article is an interview with your specialists, but a round table or the integration of an illustrative case are also possible. The editors of CFO Magazine ensure realization from A to Z..



BRANDED CONTENT

# CFO BENCHMARK 2/2

Guaranteed exposure and return

- You will have the opportunity to interpret, analyze and comment on the results in an article in CFO Magazine, with digital exposure as well. In this way you will be positioned as an expert and thought leader around a certain topic. The article is about 4 to 8 pages long (depending on the format) and your branding and contact details are integrated as well.
- The digital elaboration is of course the provision of the article in the digital media of CFO Magazine (website as blog article, article full text search in CFO Database, article in the apps of Financial Media and content clipping in CFO Ezine to the results and the article)
- Based on the results, we make a benchmark app (which becomes part of the Financial Media App) users can then compare their answers with those of their peers.
- You get all the materials to distribute and publish on your own media (you don't get the database of individual results en details of people who participated)
- You can add your wishlist of receivers to our 'controlled circulation' addresses (max 500) and add a personalized letter to the shipment to this specific target group

Extra's?

- Video or podcast

Budget:

8.000 euro, excl VAT.

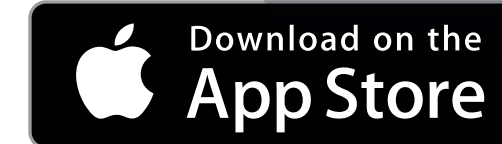
Please contact us for a more detailed budget with options or other personalization integrated.

# BRANDED CONTENT

# CFO BENCHMARK: EXAMPLE

Please ask for a printed copy of CFO Magazine.

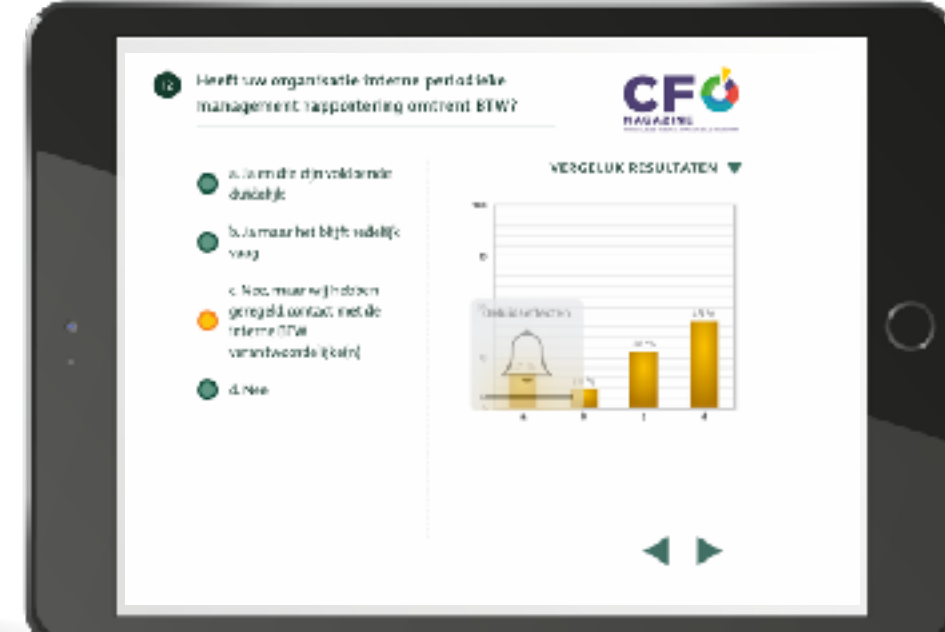
Please download our app in your store (Google Play of App Store)



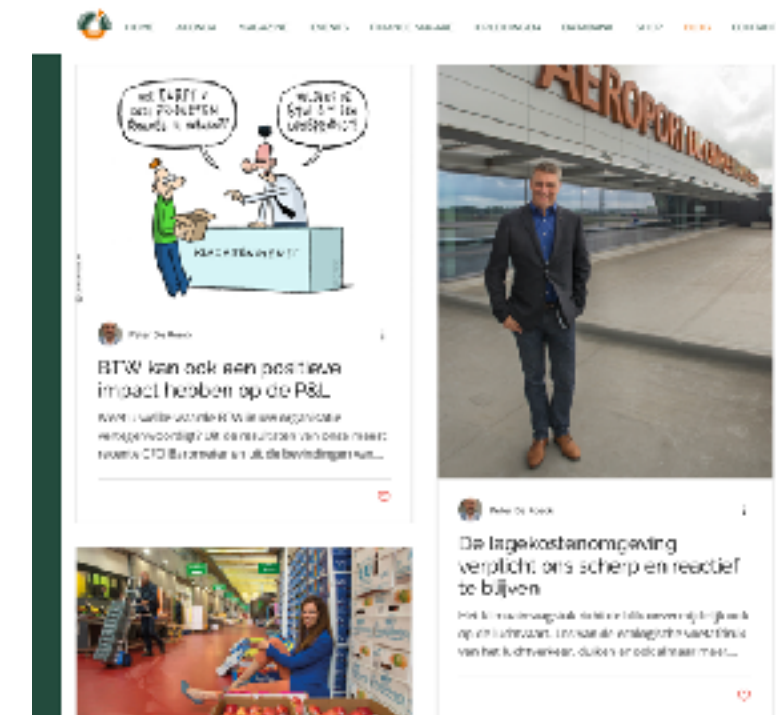
## PRINTED



## DIGITAL



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CFO MAGAZINE

OTHER

There are endless creative possibilities to shape a partnership around CFO Magazine: inserts, subscription bundles, gift vouchers, etc....  
Contact us to discuss these possibilities.



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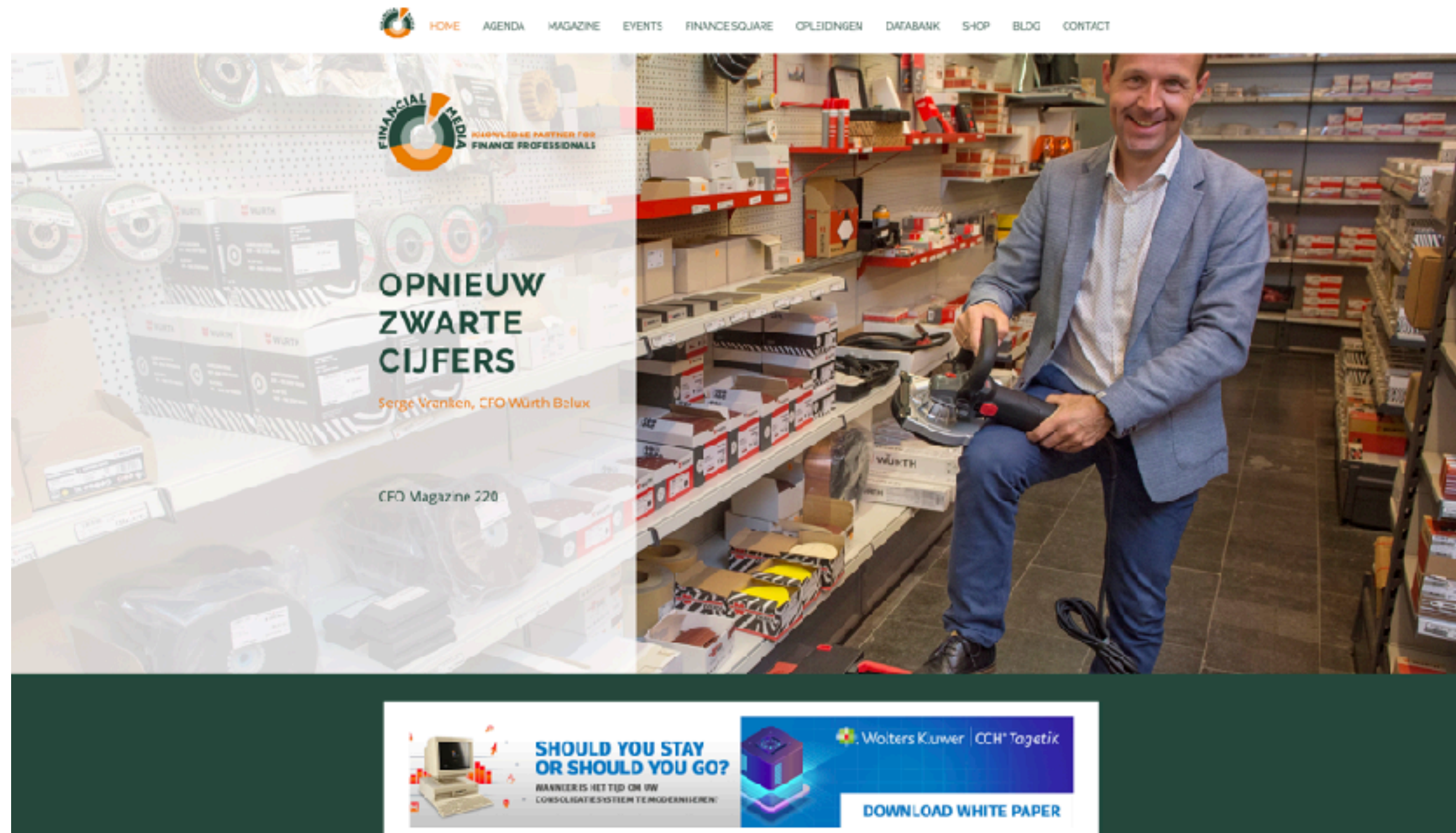
**DIGITAL**





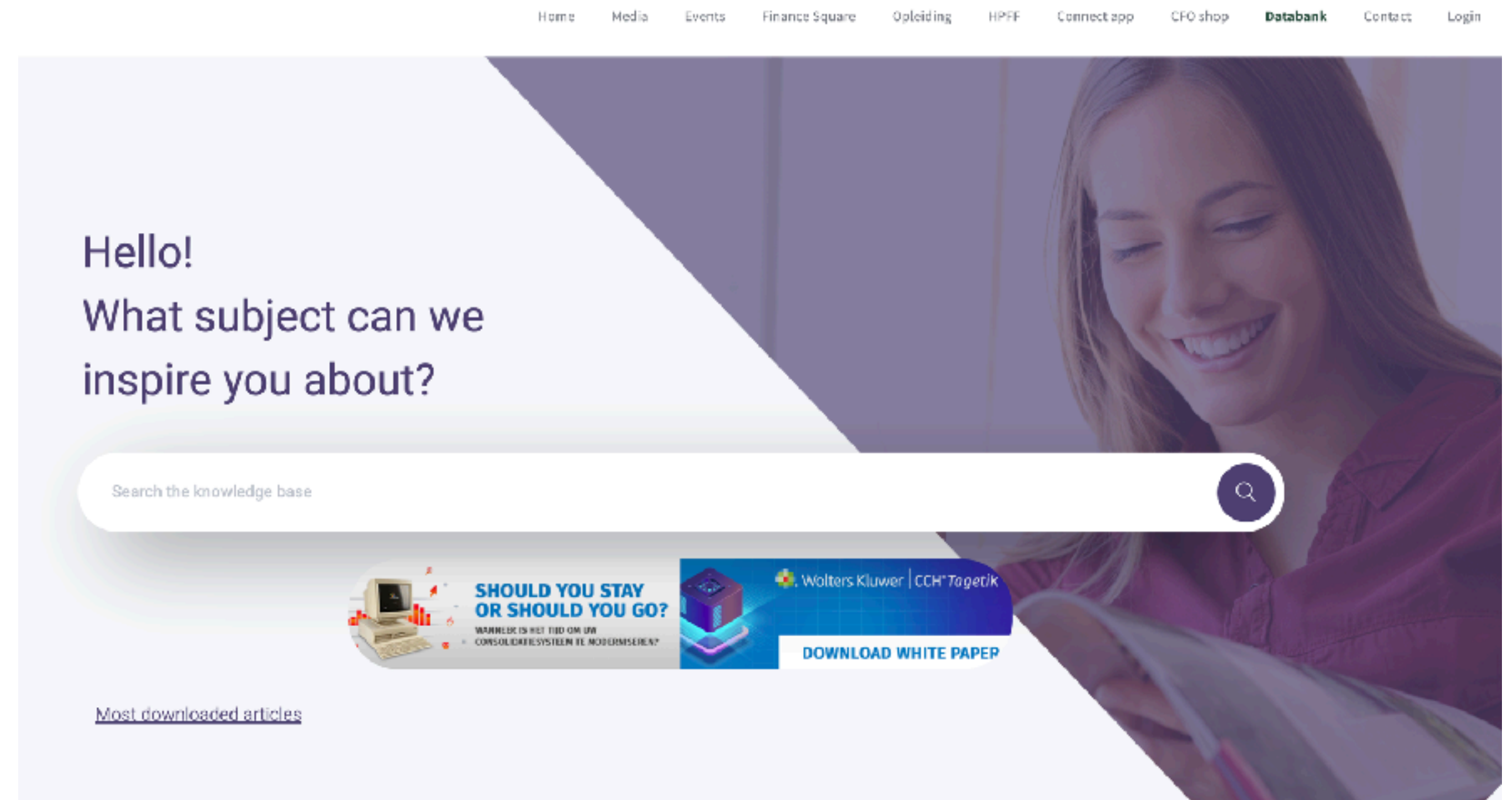
DIGITAL

# WEBSITES



[www.fm.be](http://www.fm.be)

Homepage banner: 960 x 160px - 2000 euro/month



[www.cfodatabank.be](http://www.cfodatabank.be)

Homepage banner: 960 x 160px - 2000 euro/month

Your content in the database: 1500 euro/upload

Our database as part of your website/intranet, 100% personalized: call us!

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DIGITAL

# BLOG

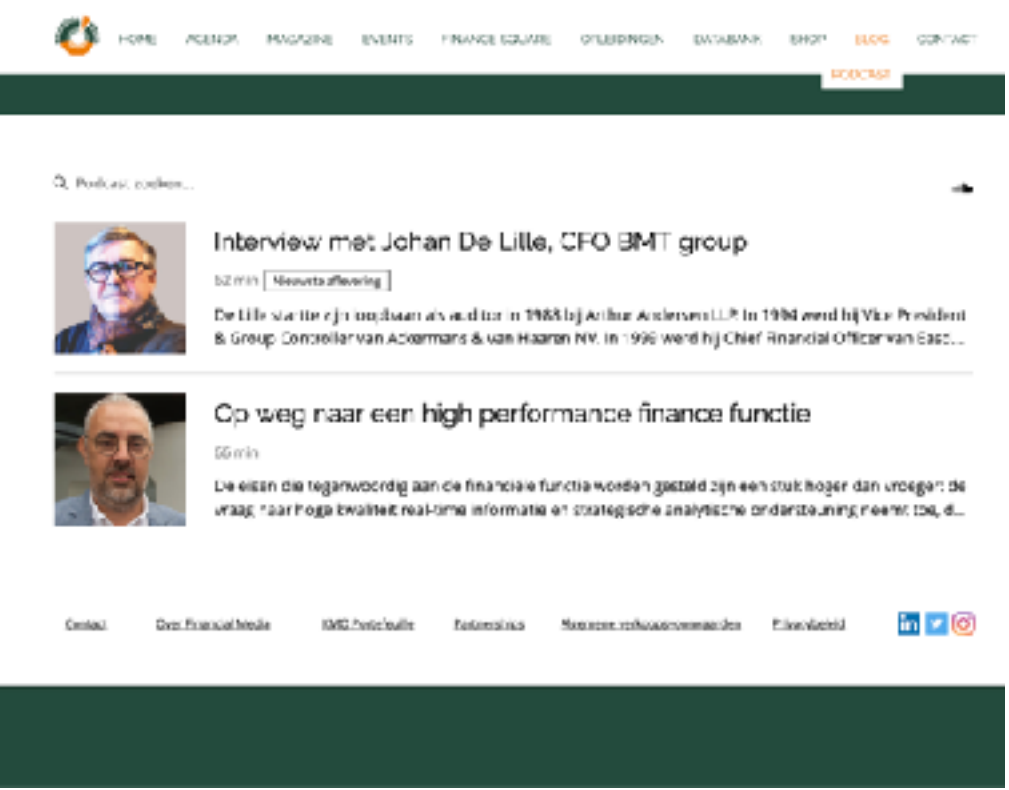
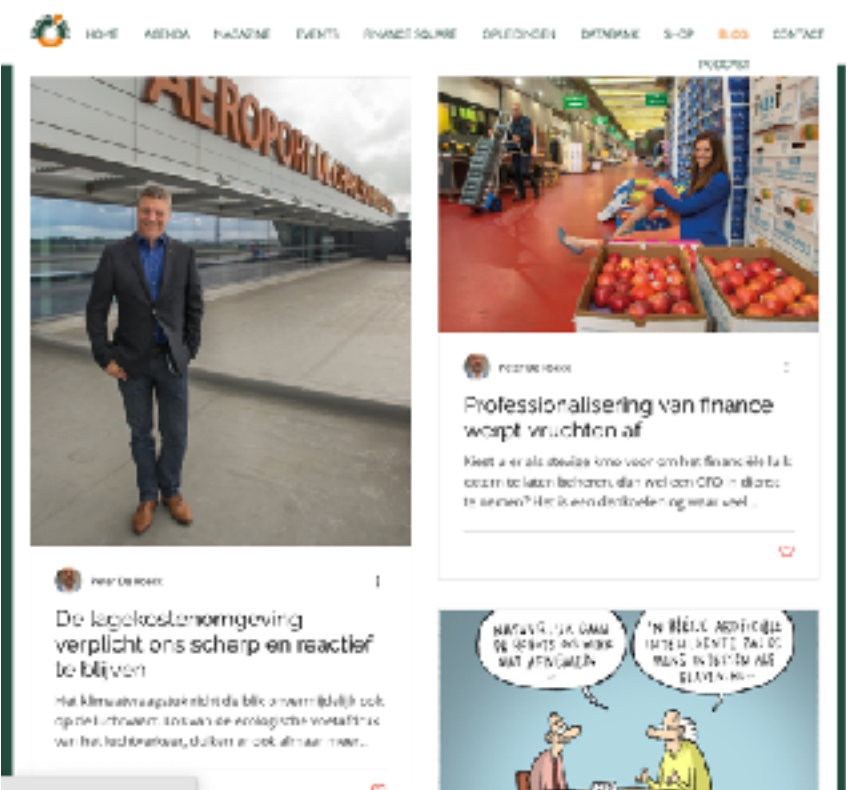
A part of our website the blog. If you choose a branded content solution (inspiration pages of CFO benchmark) in print, the content will be transformed to a blogpost as well. If we made a video together, we publish it here as well.

Your blogpost - you deliver us the text an photo's, we publish and make a content clipping of it in CFO E-zine - 2000 euro

Your videopost - you deliver us the video, a photo and an accompanying text, we publish and make a content clipping of it in CFO E-zine - 2000 euro

Your podcast - you deliver us the podcast (mp3), a photo and an accompanying text, we publish and make a content clipping of it in CFO E-zine - 2000 euro

*Note that for all of these media, Financial Media can be your realization partner as well.*





DIGITAL

# DE APPS

Financial Media has two apps to explore: a content driven app and a digital networking app.

Content app: digital subscribers to CFO Magazine have access to read the magazine in the app. In combination with your print solution, you will automatically have visibility in the app as well.

We can publish your own publication (for example your own newsletter) in our library. You send us a pdf, we publish and make a content clipping for it..

Budget: 2000 euro

Finance Connect

It connects users with other finance professionals with the same interests or with knowledge you're interested in to share. So CFO's can discover who could inspire them about the topics they like to know more about

The app is also used during our events to let participants connect to their peers who attend the same events and trainings

As an expert of commercial representative, you don't get access to these database, but you can be found on the search topics you want...Take the chance to position yourself as an expert in specific domains.

Budget: 500 euro per profile (1 profile = 1 person - unlimited search words)



DIGITAL

# CFO E-ZINE

Weekly digital newsletter to >8750 subscribed contacts

Banner - 800 x 250px - 500 euro/ mailing

Content clipping - picture of 375 x 300px - 1000 euro/ mailing





# EVENTS





EVENTS

# BEST FINANCE TEAM OF THE YEAR



The award ceremony for the Best Finance Team of the Year is the CFO community event of the year. If you want to play a significant role in that community, then participating at this event is a no-brainer. We have worked out 3 formulas, but if you still want something tailor-made, please contact us.

## CLASSIC - QUOTUM 7/3

You have a table for up to 10 guests. You strictly respect the quotum of maximum 3 own colleagues and 7 guests (finance professionals).

Should it appear later that you have not complied with the quotum, you will automatically be charged the commercial table sponsor package. The table is personalised with your logo and your logo also appears on the welcome poster at the entrance of the dining room.

2100 euro

## COMMERCIAL - NO QUOTUM

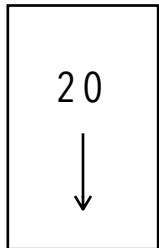
You have a table of 10 guests. You do not have to respect a quotum. The table is personalised with your logo and your logo also appears on the welcome poster at the entrance of the dining room.

4000 euro

## SILVER - QUOTUM 7/3 & SEMINAR

This is the classic table sponsorship, enhanced with the ability to organize a seminar/ workshop/ round table prior to the BFT event at the same location. We make publicity for your event within the communication about Best Finance Team. We ensure the reception of the participants, the venue, the practical arrangement ... you are responsible for the content and any possible costs related to catering during the seminar. Additionally, this package includes a 1/1 page advertisement in CFO Magazine.

8000 euro







## EVENTS

# EFFICIENT FINANCE



### TARGET

- Accountants, Credit Managers, Finance Managers, ...

### CONCEPT

- Inspiring keynotes
- Cases
- Workshops

### CHARACTERISTICS

- Event is exclusively for target group members
- Commercial representation is a privilege for the sponsors
- Maximum flexibility and personalization of the partnership, but content rules ...
- Invitation of your 'wishlist'
- 2 representatives from the own company
- Your gift or folder in the gift bag

The Efficient Finance event focusses on the question how to make the fundamental flows in finance more efficient and automated. We focus on the flows that have to do with invoicing (incoming and outgoing), the processing of expense notes and the complete collection process. If you advise finance functions on the possibilities of digitalisation or you represent a tool, you absolutely have to be our partner for this event!

### Golden partnership

- logo visibility on all communications
- on the event web pages: logo with click-through to your website
- possibility to set up a banner in the plenary room
- You get an area where you can expand your visibility in the break-out space
- possibility to bring a content session
- unlimited number of free tickets to invite customers / prospects
- 4 representatives from your own company
- Your gift or folder in the gift bag
- all contact details of those present afterwards

**15.000 euro**

### Silver partnership

- logo visibility on all communications
- visibility in the break-out area with material of your choice in partner corner
- 10 free tickets to invite customers / prospects
- 2 representatives from the own company
- your gift or folder in the gift bag

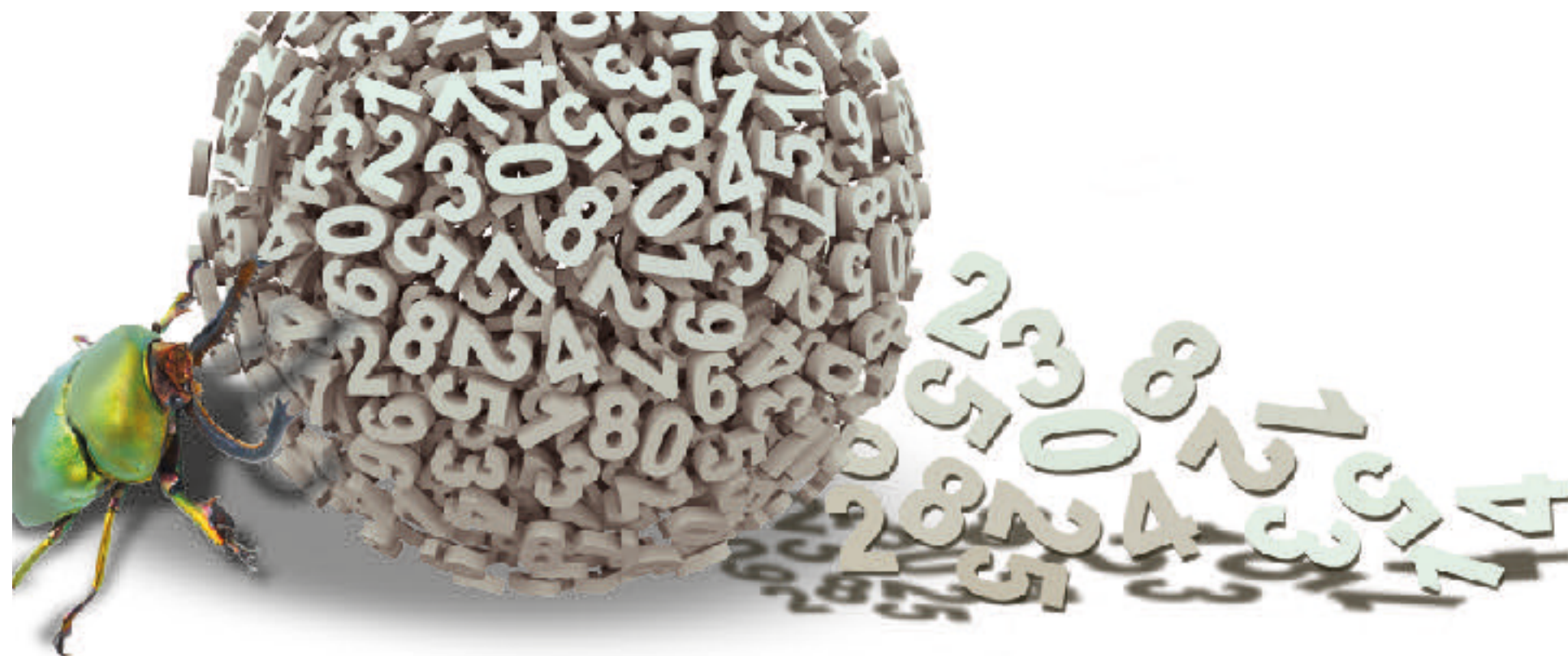
**10.000 euro**





## EVENTS

# CONTROLLERS TOP



### TARGET

- Controllers & Finance managers and CFOs working on typical controlling processes

### CONCEPT

- Inspiring keynotes
- Cases
- Workshops

### CHARACTERISTICS

- Event is exclusively for target group members
- Commercial representation is a privilege for the sponsors
- Maximum flexibility and personalization of the partnership, but content rules ...
- Invitation of your 'wishlist'
- 2 representatives from the own company
- your gift or folder in the gift bag

This event is specifically aimed at controllers, finance managers and CFOs who focus on controlling processes in their daily work environment. We inspire controllers who want to focus on activities that add value en free up time to become real business partners of the operational managers.

### Golden partnership

- logo visibility on all communications
- on the event web pages: logo with click-through to your website
- possibility to set up a banner in the plenary room
- You get an area where you can expand your visibility in the break-out space
- possibility to bring a content session
- unlimited number of free tickets to invite customers / prospects
- 4 representatives from your own company
- Your gift or folder in the gift bag
- all contact details of those present afterwards

**15.000 euro**

### Silver partnership

- logo visibility on all communications
- visibility in the break-out area with material of your choice in partner corner
- 10 free tickets to invite customers / prospects
- 2 representatives from the own company
- your gift or folder in the gift bag

**10.000 euro**





## EVENTS

# WOMEN IN FINANCE



### TARGET

- All finance functions - especially women in finance

### CONCEPT

- Inspiring keynotes
- Cases
- Workshops

### CHARACTERISTICS

- Event is exclusively for target group members
- Commercial representation is a privilege for the sponsors
- Maximum flexibility and personalization of the partnership, but content rules ...
- Invitation of your 'wishlist'
- 2 representatives from the own company
- your gift or folder in the gift bag

Women in finance is an annual event where we put female finance professionals in the spotlights. In terms of content, the focus is on sharing best practices in various areas of finance, the organization of the finance function and the challenges of the companies (from a financial point of view). Unique is that all speakers are women. With this we want to raise the fact that there are still far fewer women than men in top finance positions.

### Golden partnership

- logo visibility on all communications
- on the event web pages: logo with click-through to your website
- possibility to set up a banner in the plenary room
- You get an area where you can expand your visibility in the break-out space
- possibility to bring content session
- unlimited number of free tickets to invite customers / prospects
- 4 representatives from your own company
- Your gift or folder in the gift bag
- all contact details of those present afterwards

**15.000 euro**

### Silver partnership

- logo visibility on all communications
- visibility in the break-out area with material of your choice in partner corner
- 10 free tickets to invite customers / prospects
- 2 representatives from the own company
- your gift or folder in the gift bag

**10.000 euro**



EVENTS

# FINANCIAL RISK TOP



## TARGET

- CFO's, treasurers, financial risk managers

## CONCEPT

- Inspiring keynotes
- Cases
- Workshops

## CHARACTERISTICS

- Event is exclusively for target group members
- Commercial representation is a privilege for the sponsors
- Maximum flexibility and personalization of the partnership, but content rules ...
- Invitation of your 'wishlist'
- 2 representatives from the own company
- your gift or folder in the gift bag

Risk is an abstract notion, yet it is part of any managerial decision. Identifying financial risks, understanding their impact and how to mitigate them is important. In this seminar we look for best practices and inspiring insights that strengthen the finance function in its role of risk manager in various domains: trade risks (credit management, currency, commodities, etc.), tax risks, ...

## Golden partnership

- logo visibility on all communications
- on the event web pages: logo with click-through to your website
- possibility to set up a banner in the plenary room
- You get an area where you can expand your visibility in the break-out space
- possibility to bring content session
- unlimited number of free tickets to invite customers / prospects
- 4 representatives from your own company
- Your gift or folder in the gift bag
- all contact details of those present afterwards

**15.000 euro**

## Silver partnership

- logo visibility on all communications
- visibility in the break-out area with material of your choice in partner corner
- 10 free tickets to invite customers / prospects
- 2 representatives from the own company
- your gift or folder in the gift bag

**10.000 euro**







## EVENTS

# CFO TOP



### TARGET

- CFO's & Finance "business partners"

### CONCEPT

- Inspiring keynotes
- Cases
- Workshops

### CHARACTERISTICS

- Event is exclusively for target group members
- Commercial representation is a privilege for the sponsors
- Maximum flexibility and personalization of the partnership, but content rules ...
- Invitation of your 'wishlist'
- 2 representatives from the own company
- your gift or folder in the gift bag

At the CFO Top everything revolves around the strategic role of the finance function and the way in which it fulfills its business partner role. During this event we have prominent CFOs bring practical testimony and inspirational speakers share their vision and insights. In addition, we offer a number of workshops. The topics are always approached from a helicopter perspective.

### Golden partnership

- logo visibility on all communications
- on the event web pages: logo with click-through to your website
- possibility to set up a banner in the plenary room
- You get an area where you can expand your visibility in the break-out space
- possibility to bring content session
- unlimited number of free tickets to invite customers / prospects
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- all contact details of those present afterwards

**15.000 euro**

### Silver partnership

- logo visibility on all communications
- visibility in the break-out area with material of your choice in partner corner
- 10 free tickets to invite customers / prospects
- 2 representatives from the own company
- your gift or folder in the gift bag

**10.000 euro**



# YOUNG FINANCIALS



**With this initiative we want to motivate young professionals with a first experience in finance to further develop and grow in the financial function.**

## PART 1: THE KICKOFF

Young Finance Professionals who meet the criteria (minimum 2 years of experience in a finance position and maximum 35 years young) can register for a challenging competition. They are divided into small groups (max. 4 participants per group) and have to solve a number of real-life cases that are introduced by experienced CFOs. With these challenges, the young financials can take on the role of the CFO and experience what issues they have to solve.

To inspire and help them with this, we organize a two-day kick-off. The team is formed during these two days and they can already discuss, solve and present a few mini-cases. In this session they get to hear inspiring stories from practice and coaching about their presentation skills. During the challenge that is started during the two-day event and the jury presentation, the teams get the chance to meet with the CFOs of the cases to gather additional information.

Only golden partners are involved in this part of the concept.

## PART 2: EVENT

At the end of this process, each team will be invited to present their solution on the 3 cases to the jury (consisting of experienced CFOs), who will then choose a winning 'Young Financial Team of the Year'. The winners will be announced at an award event that is entirely tailored to young people: an afternoon full of workshops and a fun networking evening.

The schedule includes an inspiring keynote, comedy and live music.

**Golden partner:** the partner is not only involved in the event and the workshop program, but also has an important role in the entire preliminary process

- Representatives can become a team coach
- The partner can possibly make his accommodation available to host meetings and training / Expert coaches
- We are happy to find the right expert coach within the partner's domain of expertise
- The partner can provide teachers or cases
- Extensive positioning on both the workshop event as the evening event
- 50 invitations (both workshop program and evening event)
- Visibility in all communication and advertisements / Hosting of a workshop

**17.000 euro**

**Workshop partner:** the partner can thus build strong visibility around the workshop and even respond substantively / conceptually to the workshop.

The workshop partner naturally also has invitations to invite young potentials to the workshop and evening program.

- Visibility (to be built by yourself) at the workshop
- List of participants / Mention as a partner at the evening event
- 30 invitations (both workshop program and evening event)
- naked space to be filled in yourself in the workshop room

**3.500 euro**

**Event partner:** the partner receives a mention as a partner at the evening event and has invitations for the evening program:

- **10 invitations at 1.500 euros**
- **20 invitations for 2.500 euros**



## EVENTS

# FOREX



With Forex, a select group of CFOs visits a finance team from a foreign host company. Various topics are on the agenda during these two days, but we strongly emphasize the exchange of experiences with the finance team of the host company. The participants can also put their expected topics on the agenda. In the past editions we were already guests at Tata Steel, Henkel and Parker Hannifin.

### TARGET

- CFO's (on invitation only)

### CONCEPT

- Inspiring keynotes
- Cases
- Workshops

### CHARACTERISTICS

- Event is exclusively for target group members
- Commercial representation is a privilege for the partner
- Maximum flexibility and personalization of the partnership, but content rules ...
- Invitation of your 'wishlist'
- 2 representatives from the own company

Partnership around this concept is 100% tailor-made. Contact us for more information.

## EVENTS

# FINANCE LABS

The finance labs are initiatives from Finance Square where external partners can contribute. At least if they can distance themselves from their commercial urge and can act primarily as an expert and substantive partner

### FORMULA 1

The finance labs are meetings where a maximum of 15 participants can be present. This is important to be able to guarantee interactivity and personal interpretation.

The concept consists of:

- we are guests in a top restaurant
- the concept is linked to a delicious 3-course dinner
- explanation of the topic by a keynote
- 3 tables of 5 participants are formed and each time an expert from a subdomain, process, ... will keep the exchange of experience going.
- after each meal course, the experts "move away" from the table to also exchange ideas with the other group about the subdomain
- in this way everyone has had the opportunity to explore the subject in depth and to exchange ideas on all facets and to listen to the experiences of the table companions
- the experts summarize the various table discussions and formulate the most important lessons learned

**5000 euro, excl catering and venue**

### FORMULA 2: BUSINESS CAUSERIES

In this case we are the guest of a customer of your services / products.

- we build a substantive event around the topic of your choice and around which the practical testimony is built
- in addition to our own speaker, the CFO of the host company will also bring a practical testimony (possibly followed by a framework statement from you or a demo)
- we conclude with a company visit and a snack and drink

**5000 euro, excl catering and venue**



# YOUR MEDIA

# OUR EXPERTISE FOR YOUR OWN MEDIA

## EVENTS AND TRAINING

CFO Magazine organizes more than 30 finance events and training courses each year. Most of these initiatives offer the possibility of partnership. These partnerships are always tailor-made and are based on strong visibility in the communication and on the event itself.

## YOUR "OWNED" MEDIA

Do you wish to develop your own initiatives (owned media) in addition to advertising and event positioning in your communication mix to your target group?

We are happy share our experience and knowledge with you to expand your media: from print to event, from e-zines to tablet applications.

We offer you a full service, from A to Z, from elaborating various concepts, brainstorming, research on creation and editing, artwork, lay-out and concrete realization to even database management or commercialization of your media. But we will also help you with our expertise when it comes to a specific aspect: You only want a sounding board for your plans? Do you want us to work out a few concepts and advise you? Or do you wish to outsource the implementation of a specific part of those plans? Everything is possible.

Financial Media has a lot of expertise, but perhaps more importantly, we have a very extensive network of specialists. They excel in their field one by one. This allows us to respond quickly and efficiently to your plans and wishes. We deploy the right specialist for the appropriate assignment, without compromising on quality and speed.

Our network approach allows us to get to work with your employees or suppliers, at least if they also endorse our quality standards.



## EVENTS

# FINSPIRATION

More than 20 years of editorial insight, examples and cases, benchmarks, interviews, analyzes and scientific research bundled in an inspiration session!

### FORMULA 1:

#### WORKSHOP "FINANCE INSPIRATION"

A session where finance professionals gain insight into those elements that make the finance function perform better and function. The session is inspiring and innovative and is interspersed with concrete practical examples.

We are happy to tailor this workshop to you based on:

- an inspiration session: ex-cathedra explanation of 1 hour
- a workshop session: in addition to the ex-cathedra discussion there is also an interactive part: in small groups, the members of the finance team reflect on the various substantive domains that have been discussed and share their feedback.
- a workshop with limited diagnosis: in this session the interactive part takes the upper hand. Prior to the session, we do a "scan" of the finance function in your company based on a survey. These results form the basis for an undoubtedly animated interaction about the points for improvement for the finance department.

What do you get as a minimum in addition to inspiration and (benchmark) benefits?

- Insight into the drivers of the success of a finance team
- insight into what your finance function should focus on
- the start of a fascinating dialogue about the optimization and organization of the finance function

### FORMULA 2:

#### YOUR FINANCE DAYS FROM A TO Z BY US ORGANIZED

We organize your (internal) finance days!

Do you ever want to bring your finance employees together to brainstorm about improvements, the fulfillment of the position, ... or just to inspire them around a number of new topics and trends? Then you have come to the right place. After all, we are ready to take over the entire organization (conceptual, content and logistics) based on your feedback and wishes. You remain in charge in terms of content and budget, we take the work out off your hands and will inspire you.

How does it work?

- We discuss with you the substantive messages that you want to give to your employees. You can count on us to gladly challenge you with ideas.
- If we have a picture of the content, we will make a proposal for the concept and interpretation
- We complete the program and provide the logistical framework
- During the day (s) itself we are responsible for the practical organization and coordination.

### OUR EXPERTISE FOR YOUR EVENT

We are happy to help you put together a fascinating and inspiring finance program. Whether that is for the inspiration of your own finance team, or you want it for a group of customers, or you want us to challenge your customer day? Contact us!

# AGENDA AND DEADLINES





PRINT

NUMMER	VERSCHIJNING	DEADLINE ADVERTENTIEMATERIAAL	DEADLINE REALISATIE BRANDED CONTENT
221	5/nov	22/okt	15/okt
222	3/dec	19/nov	12/nov
223	8/jan	17/dec	10/dec
224	14/feb	21/jan	14/jan
225	6/mrt	24/feb	17/feb
226	6/apr	23/mrt	16/mrt
227	8/mei	27/apr	20/apr
228	8/jun	25/mei	18/mei
229	8/sep	24/aug	17/aug
230	5/okt	21/sep	14/sep
231	9/nov	26/okt	19/okt
232	7/dec	23/nov	16/nov
233	8/jan	18/dec	14/dec
234	19/feb	25/jan	18/jan
235	8/mrt	22/feb	15/feb

AGENDA

# EVENTS 2020



BEST FINANCE TEAM OF THE YEAR - FEBRUARY 6



WOMEN IN FINANCE - SEPTEMBER 24



EFFICIENT FINANCE - MARCH 26



FINANCIAL RISK MANAGEMENT - OCTOBER 29



CONTROLLERS TOP - MAY 28



CFO TOP - NOVEMBER 19



KICK-OFF YOUNG FINANCIALS - SEPTEMBER 10-11



BEST YOUNG FINANCIAL TEAM OF THE YEAR - NOVEMBER 26





AGENDA

# FINANCE SQUARE



## AGENDA

# EDUCATION



Understanding the Company - January 16- 17-2020

Financing and Investment Decisions - January 23 - 24 - 2020

Digital Finance - February 13 - 14 - 2020

Managing Growth - March 12 - 13 - 2020

Financial Analytics - May 14 - 15 - 2020

Corporate Performance Management - June 11 - 12 - 2020

Working capital, cash management and cash forecasting - September 10 - 11 - 2020

Managing Financial Risks - October 15 - 16 - 2020

International Tax Management - November 19 - 20 - 2020

Business Process Management for Finance - December 10 - 11 - 2020

Negotiation skills - January 14 - 15 - 2021

Driving Innovation in the Company - February 11 - 12 - 2021

Understand the impact of macro-economic - March 11 - 12 - 2021

High Performance Finance - May 21 - 22 - 2021

Leadership for financials - June 17 - 18 - 2021

Finance Women in Executive Leadership - December 12-13 - 2019 & January 16-17 - 2020

From CFO to Boardmember: June 11-12 - 2020 & September 10-11-12 - 2020





**CONTACT US**



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# WE ARE FINANCIAL MEDIA



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