

*Building on 15 years of successful MD&A events!*



# Writing a Great MD&A

Toronto, Ontario • February 28, 2017

Calgary, Alberta • June 13, 2017

## YOUR FACULTY GUIDANCE FROM THESE EXPERTS

### TORONTO, ONTARIO FACULTY:



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Manager, Financial Accounting  
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## *Key Dos and Don'ts for Your MD&A Reporting*

- ✓ Identify key disclosures that satisfy the principal objectives of MD&A
- ✓ Comprehensive overview of the requirements and rules for key sections of MD&A – results of operations, liquidity and capital resources
- ✓ Learn to enhance the content of MD&A (materiality, analysis, key performance measures and known material trends and uncertainties)
- ✓ Reduce the inconsistencies among MD&A, financial statements and other disclosure documents
- ✓ Improve analysis and explanation of the sources and uses of cash and material changes in particular items underlying the major captions reported in their financial statements
- ✓ Learn to provide the underlying reasons for significant variances strategically
- ✓ Enhance your understand of supplementary financial measures reporting: non-IFRS measures and additional GAAP measures
- ✓ Review real-life good and bad examples of MD&A reporting
- ✓ Evaluate the role of the MD&A as both a legal requirement and a marketing tool
- ✓ Understand the criteria for determining suitability of forward-looking information

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Dear Colleague,

The Management Discussion and Analysis (MD&A) is one of the key parts of your financial reporting, and often one of the trickiest to master. It's not just about meeting technical requirements, or repeating the financial statements. An effective MD&A requires you to go beyond that and deliver corporate communication objectives.

To help you meet these challenges, Infonex is presenting an in-depth one-day workshop: Writing a Great MD&A.

Over the course of this seminar, you will go through the most important issues in disclosure requirements, best practices, and techniques for avoiding deficiencies. You will understand common challenges and errors in devising a comprehensive report, and you will get tips and tricks for improving your MD&A.

Infonex has been providing the Canadian business community with highly-rated training in accounting and reporting for over twenty years. This session promises to deliver those continued high quality standards.

Don't miss this chance. Learn to write an MD&A that provides investors and other users with material information that is crucial to an understanding of your company's operating performance, financial situation, and its prospects for the future. **Register today!**

Sincerely,



Christopher Graham  
Vice-President, INX Training

## WRITING A GREAT MD&A — SEMINAR PROGRAM AGENDA:

**8:00 – 9:00** Registration and Continental Breakfast

**9:00** Welcome and Opening Remarks

### Understand the Purpose of the MD&A

- Intended audiences
- Relation to financial statements
- Reporting goals
- What needs to be disclosed
- Role in continuous disclosure

### Identify Key Concerns from the CPA Disclosure Framework

- Ensuring the MD&A meets the five key element of the disclosure framework
- Other key regulator concerns

### Key Principles for an Effective MD&A

- Management perspective
- Integration with financial statements
- Completeness
- Materiality
- Forward-looking orientation
- Strategic perspective
- Usefulness

### Differences Between Annual and Quarterly MD&As

- Updating discussions
- Providing period-by-period historical analysis
- Auditor involvement in interim reporting

**12:00 – 1:00** Luncheon Break

### Master Specific Concerns in the MD&A

- Annual results of operations
- Discussion of operations
- Discussion of operating segments
- Liquidity and capital resources
- Forward-looking information
- Related-party transactions
- Internal controls
- Sustainability and climate change

### Common Disclosure Deficiencies and How to Avoid Them

### Minimizing the Risks of Disclosure Overload While Meeting Your Obligations

### Specific Concerns for Venture Exchange-Listed Companies

### MD&A Best Practices

- Understanding and developing effective processes
- Importance of content over form
- Using plain language
- Regulator and client comments on MD&A
- Ongoing assessment of existing disclosures
- Clear financial statement implications

**5:00** Closing Remarks from the Master Class Leader

## Three Key Benefits of Attending

- 1) Get tips on dealing with the most challenging issues within each requirement
- 2) Take away strategies for disclosing critical accounting estimates
- 3) Learn key elements that CSA regulators are most likely to look for

## REGISTER BY PHONE, ON-LINE, OR IN THESE 3 EASY STEPS!

### 1 PRINT YOUR NAME AND CONTACT INFORMATION

Mr./Ms./Mrs. \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Name of Approving Manager \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Telephone ( ) \_\_\_\_\_ Ext \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Email address \_\_\_\_\_

Company's main line of business \_\_\_\_\_ Number of Employees: \_\_\_\_\_

### 2 SELECT YOUR VENUE OPTION AND METHOD OF PAYMENT

| <i>Prices subject to applicable HST/GST.</i> | REGULAR FULL PRICE |
|--|--------------------|
| Groups of 3 or More – Each Person Pays:      | \$1,299 per person |
| Groups of 2 – Each Person Pays:              | \$1,399 per person |
| Single Registrant                            | \$1,499            |

*\*Groups must register together at the same time to be eligible for group rates.*

#### SELECT YOUR VENUE OPTION (WHERE WILL YOU ATTEND?):

- Toronto, Ontario: February 28, 2017       Calgary, Alberta: June 13, 2017


- Method of Payment:**    VISA    MasterCard    Cheque enclosed, payable to INFONEX Inc.

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ / \_\_\_\_\_

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### 3 SEND US YOUR REGISTRATION

 **FAX:** 1.800.558.6520

 **WEBSITE:** www.inx-training.com

@ **EMAIL:** register@infonex.ca

 **MAIL:** INFONEX INC.  
360 Bay Street, Suite 900  
Toronto, Ontario M5H 2V6

 **TELEPHONE:** 1.800.474.4829

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#### LOCATION:

*Writing a Great MD&A* will be held in convenient downtown locations. Detailed venue information will be provided with your registration confirmation and/or six weeks prior to the event.

#### YOUR REGISTRATION INCLUDES:

Registration fees include all course materials, continental breakfast, lunch, and refreshments. **Parking and accommodation are not included.**

#### SPONSORSHIP, EXHIBITION, AND PROMOTIONAL OPPORTUNITIES:

Increase your visibility with senior managers in accounting and reporting at *Writing a Great MD&A*. A limited number of sponsorship options are available. Contact our sponsorship department by telephone at 1.800.474.4829, ext. 224, or by email at [sponsorship@infonex.ca](mailto:sponsorship@infonex.ca).

#### CANCELLATION POLICY:

Due to demand and limited enrollment, there are **no refunds or credit notes** available for master class or seminar registrations. Substitutions may be made at any time. If you are unable to attend, a colleague may take your place at the event. Simply contact our registration department so we can transfer your registration and be sure your colleague receives full access to the conference materials, a name badge, and a seat reserved at the master class or training seminar.

If you miss the event, your download password allowing you access to all online course materials will be sent to you shortly after the event.

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