

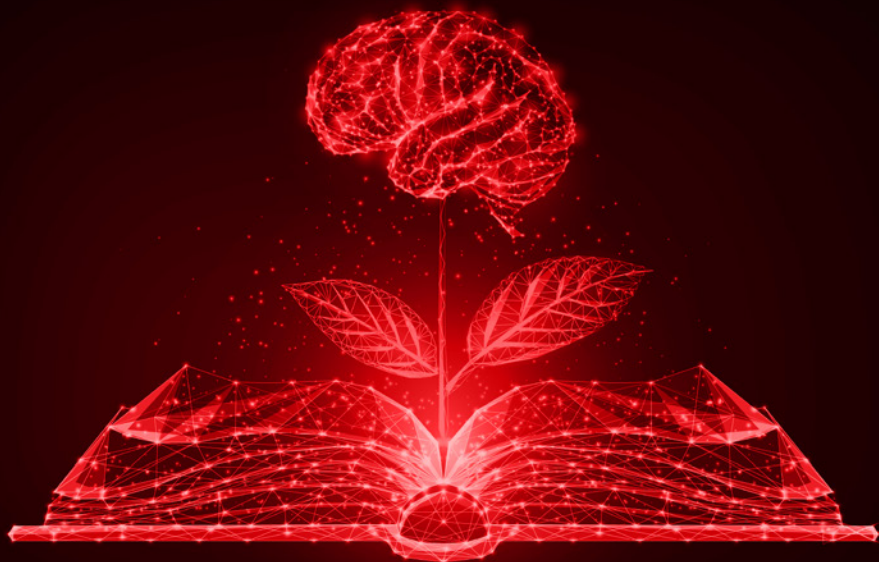


**Controlling
Business
Center**
We create success

1ST INTERNATIONAL CONTROLLING CONFERENCE



**International
Group of
Controlling**



CONTROLLING IN ALL AREAS

20-21 MAY, 2021 | via the ZOOM platform

CONFERENCE THEME

The theme of this two-day conference is **CONTROLLING IN ALL AREAS** which was inspired by the inevitable function of controlling in all organizational areas such as sales, procurement, production, finance and accounting, warehouse and delivery, marketing and so on.

We are witnessing that in the recent years controlling is one of the most frequently discussed topics. Efforts are being made to implement it in all areas, education of controllers, etc, all in order to improve the productivity of the organizations themselves. Achieving business success is the ultimate goal for all organizations whether private or public, and it requires useful and timely information on the basis of which the management of the organization will be efficient and effective.

The responsibility of the management for the success of the organization has increased the burden on top management due to which many organizations have started implementing the controlling system in order to increase the quality of their management of future developments and based on that information to get answers to specific questions such as – what are the trend values and what can we expect in the future, in which products can we invest more and which products can be abandoned, what buyers should be avoided in the future, what markets can be developed, what are the ways to finance the company, should it continue to acquire finances, etc.

In order to respect the social distance and numerous restrictions, this event will be held on-line.








WHAT TO EXPECT?

This conference will be an extraordinary event in the area of controlling having 12 remarkable domestic and international panelists from Germany, Slovenia, Austria, Croatia, Macedonia, Serbia and Bosnia who will share practical examples from their area of expertise.

The event will last 2 days, on **20th and 21st of May, 2021 from 11:00 AM to 4:00 PM CET** when each of our panelists will elaborate one of the 12 different themes in the following controlling areas: production, public sector, logistics, deliveries, constructions, personal development, BI tools that support controlling, KPI analysis, and creation and analysis of management reports according to IBCS standards.

During the conference, we'll try to resolve many dilemmas, doubts, questions or challenges related with everyday management of the organizational and business processes.

20 May, 2021

- 11:00  **Welcome speech**
Mitka Mojsovska, Certified Trainer and Programme Director
 – Kontroling Biznis Centar, Macedonia
- 11:10  **Controlling in Management: Advantages and Limitations**
Danela Arsovska – President – Macedonian Chambers of Commerce
- 11:45  **Kontroling – upravljanje temeljeno na informacijama**
mr.sc. Jasmina Očko – konzultant za kontroling
 – Kontroling Kognosko d.o.o. Croatia
- 12:25  **Kontroling u javnom sektoru**
Denis Petrovic – Član Uprave Vienna-Gruppe,
 Predavač na Controller Institut Wien – Vienna-Gruppe
- 13:05 Lunch break
- 14:00  **Uspehot krieterium na vrednosti I kontrola**
Zoran Vitanov – Entrepreneur, investor and author
 – Lyconet International, Makedonija
- 14:45  **Delivering actionable reports and dashboards**
Andrej Lapajne – CEO – Zebra BI d.o.o., Slovenia
- 15:25  **Da li ste spremni za budućnost?**
Verica Teofilović – Finansijski direktor – Strauss Adriatic d.o.o, Srbija
- 16:00 the end

21 May, 2021

- 11:00  **Welcome speech**
Mitka Mojsovska, Certified Trainer and Programme Director
 – Kontroling Biznis Centar, Macedonia
- 11:10  **Pricing strategy – do we know our competitive advantage?**
Dragica Erčulj – Head of Controlling School – Controlling School, Slovenia
- 11:45  **Sales Controlling**
Dietmar Pascher – Partner of CA Controller Akademie
 – CA AKADEMIE AG, Germany
- 12:25  **Kontroling vo logistika**
Dino Škrijelj – Operativen menadzer-KOLA dooel, Makedonija
- 13:00  **HR Controlling**
Dragana Mujanović – Head of ICV International Work Group
 – Centar za korporativno upravljanje, BIH
- 13:35 Lunch break
- 14:00  **IT-driven Controlling**
Mario Korbar – Business Solutions Consultant – Data Sense d.o.o., Croatia
- 14:40  **Kontroling vo gradežen sektor**
mr.sc Tatjana Ackovska – Direktor na služba za vnatrešna revizija
 – DG Beton AD, Makedonija
- 15:10  **Integracija poslovanja kroz kontroling sistem**
Semir Sejdinovic – Direktor kontrolinga-AS doo Tešanj BIH
- 16:00 the end

WHO IS THIS CONFERENCE FOR?

This conference is for all business owners, controllers in all levels of management, managers of all organizational tiers, owners of business processes, analysts, IT experts working on business solutions that support controlling and reporting (BI, DW, planning), finance and accounting managers, and everyone who has interest to implement the new way of managing organizations through increasing their efficacy and effectivity.

CONFERENCE DETAILS:

- Participation fee is as follows:
 - ◇ 100 EUR (6.200 MKD)
 - ◇ For registration and payment until 15 March, 2021 the fee is 80 EUR (4.960 MKD)
 - ◇ If you are ICV member then the fee is 80 EUR (4.960 MKD)
 - ◇ If you are a student or unemployed then the fee is 60 EUR (3.720 MKD)
 - ◇ Additional discount will be applied if there are more participants from the same company.
- To register or request more information about the event please send email to mitka@controlling.mk or call +389 71 334 845.
- Only registered participants who make payment until 17.05.2021 will be able to join the event. Every participant will receive a unique link to join the event.
- Communication languages: English, Croatian, Bosnian, Serbian and Macedonian.
- The conference will be open 30 min before the start.
- Presentation slides will be sent to all the participants after the conference.
- Recording of the event will not be allowed.
- Any participant can communicate with the panelists through the chat and will receive the answer in the same manner.

"Manage your sales actively

*"Reporting is like a joke
- if you have to explain it, it's not that good!*

*"1-day reduction in inventory
generates almost 2 in cash flow*

*"The best way to find out is to
communicate well in the company*

*"The combination of business
and IT knowledge is the key
to successful controlling*

"Što ne mjerimo time ne upravljamo

*"Kako vas godine u kontroingu pripremaju
za poziciju finansijskog direktora*

*"Kontrolling je puno više
nego upravljanje troškovima*

"Trust is good, Controlling is better

*"Premalo informacija znači nebrigu,
previše informacija znači neznanje*

*"Only in this way can the knowledge
of controlling be multiplied and divided*

*"The future that we are constructing
is based on prototypes*

*"Успехош, критериумош на вредношци
и контролаш*



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MORE INFORMATION:

phone: **389 71 334 845** | email: **mitka@controlling.mk**