



Knowledge Plus Corporation presents

FINANCE FOR NON-FINANCIAL PROFESSIONALS

**** REGISTRATION FORM ****

Date: Friday, March 15, 2024
(Registration deadline: February 29, 2024)

Time: 8:30 a.m. to 4:00 p.m. (30 minutes for lunch)

Location: Victoria Inn, 1808 Wellington Avenue, Winnipeg

Name: _____

Company Name: _____ Phone Number: _____

Address: _____ Postal Code: _____

Email: _____

List Additional Names if Required Below: *(Please Print)*

1. _____ 2. _____

Registration Fees: *(Includes Lunch & Refreshments)*

CTTAM Member: \$350.00 Non-Member: \$400.00

Number of Registrations: _____ @ \$350.00 Sub-Total: _____

Number of Registrations: _____ @ \$400.00 Sub-Total: _____

Total Owing: _____

Methods of Payment: E-Transfer *(Send to admin@cttam.com; note name in memo field)*

Visa/Mastercard
Credit Card Number: _____ Expiry Date: _____
Month Year

Dietary Restrictions: _____

Please email the registration form to:

Marian Parenno, Member Services Coordinator Email: mparenno@cttam.com Phone: 204-784-1083



Karine Benzacar is a seasoned industry professional with over 20 years of solid industry experience. Karine has an MBA from McGill University, a Canadian CPA, FCPA, CMA, a US CPA, and is a CFA charterholder. After beginning her career in the finance departments of Avon Products and Kraft Foods, she held Senior Management positions at three major Canadian Banks – Royal Bank of Canada, Bank of Nova Scotia, and Bank of Montreal. Her career has spanned many functional areas including accounting, finance, capital markets, project management, re-engineering, and strategic management. She has performed consulting work, developed financial courses, and trained thousands of professionals from a wide variety of industries.

In addition to her corporate training activities, Karine has been teaching undergraduate, MBA, and Masters of Finance courses at several leading universities which include University of Toronto, Queens University, Concordia University, and Ryerson University. She is a highly acclaimed industry expert, has presented at national industry conferences, and has been facilitating seminars for Chartered Professional Accountants and the legacy accounting bodies for the past 20 years.

ABOUT THE COURSE:

Finance is one of the most confusing business topics to non-financial professionals. However, often knowledge of finance is important to help individuals perform well in their functions or enhance their careers. Most successful senior managers have a good understanding of the basics of finance. Knowledge of finance and profitability enables employees to improve the performance of their area and contribute effectively to the organization. Unfortunately, finance is often a confusing area to those who do not use it on a daily basis. This one-day workshop is geared toward busy non-financial employees who are looking to enhance their financial knowledge. At the end of this workshop, participants should be able to:

- Read and understand financial reports
- Interpret their organization's financial results
- Understand financial terminology
- Understand how senior executives assess financial performance
- Understand the quantitative analysis behind many decisions
- Enhance communications with the Finance department and key decision-makers
- Use financial analysis to support decisions and obtain buy-in on key proposals
- Understand and participate in the budgeting/forecasting process more effectively

As a result of the above learning outcomes, participants should find that their financial knowledge provides them with additional insight that ultimately will increase their career growth and potential.

Topics covered

- Review of basic financial concepts
- Main financial statements overview
- Review of financial reports and interpretation of results
- Key financial ratios
- Performance indicators
- Different methods of evaluating investments
- Overview of budgeting