

2010 Conference on Fair Value Accounting

Implementation & Valuation Issues

WHAT TO DO NOW

New York, NY

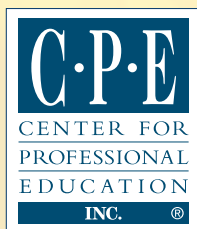
Sheraton New York Hotel & Towers

March 17-18, 2010

The combination of a difficult economy and the FASB's updated rules for fair value accounting have created a host of implementation and valuation issues. Find out how to employ fair value rules in light of the latest guidance.

You'll explore hot topics such as fair value and illiquid markets, counterparty credit risk, Other-Than-Temporary Impairment (OTTI), fair valuing nonfinancial assets and the intersection between fair value and the updated rules for business combinations.

Get the update you need from external reporting specialists from the SEC, the Big 4 and industry.



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Register Today!
1-800-544-1114

2010 Conference on Fair Value Accounting

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CODE: C251CNYX270 • CPE CREDIT: 16 HOURS • PRICE: \$1445

New York, NY

Sheraton New York Hotel & Towers

March 17-18, 2010

CONFERENCE AGENDA

March 17, 2010

Deluxe Continental Breakfast & Registration

8:00 - 8:45 AM

Welcome & Opening Remarks

8:45 - 9:00 AM

FAS 157 Update

9:00 - 10:15 AM

- ▶ Latest regulatory guidance
- ▶ Liabilities
- ▶ Net asset value for investments
- ▶ Interim fair value disclosures for financial instruments
- ▶ Proposal to expand fair value disclosures

Other-Than-Temporary Impairment (OTTI)

10:15 - 11:15 AM

- ▶ Documenting and consistently applying your OTTI policy
- ▶ Multiple GAAP models introduce complexity
- ▶ Predetermined thresholds
- ▶ Disclosures
- ▶ Perpetual preferred stock

Break

11:15 - 11:30 AM

IFRS Update on Fair Value Measurements

11:30 AM - 12:30 PM

- ▶ International perspective on fair value
- ▶ Amendments to IAS 39
- ▶ Coordination among SEC, FASB and IASB

Luncheon

12:30 - 1:30 PM

Valuation Issues: Considerations for Financial Reporting

1:30 - 2:45 PM

- ▶ Approaches to value: market, income, historical cost
- ▶ Valuation premise and standards of value
- ▶ Four pillars of value: earnings, growth, risk and optionality
- ▶ Use of models in fair value estimation

Agenda Continued →

Business Combinations: FAS 141R (ASU 805)

2:45 - 3:45 PM

- ▶ Basic overview of business combination rules
- ▶ Contingent consideration
- ▶ Contingencies (FASB amendment)
- ▶ Valuation of liabilities
- ▶ Negative goodwill

Break

3:45 - 4:00 PM

Fair Value Application (Case Studies)

4:00 - 5:30 PM

Breakout (Select One of Two Industry Categories)

- A. FINANCIAL INSTITUTIONS
- B. OTHER CORPORATES

Cocktail Reception

5:30 - 6:30 PM

March 18, 2010

Deluxe Continental Breakfast

8:00 - 8:45 AM

Disclosures

8:45 - 10:00 AM

- ▶ Transparency
- ▶ Evolution-based and market conditions
- ▶ Depth of information

Break

10:00 - 10:15 AM

Valuation Resource Group Update—Current Hot Topics

10:15 - 11:30 AM

SEC Update

11:30 AM - 12:30 PM

- ▶ SEC study mandated by Congress
- ▶ What's on the horizon

Luncheon

12:30 - 1:30 PM

Future of Fair Value in Financial Statements: Where We Go From Here

1:30 - 2:15 PM

Challenges Companies Are Facing in Tight Credit Markets

2:15 - 3:30 PM

- ▶ Fair value measurement in illiquid markets
- ▶ Credit crisis accounting fallout
- ▶ Political pressures
- ▶ Counterparty credit risk and entity's own nonperformance risk

Break

3:30 - 3:45 PM

Fair Valuing Nonfinancial Assets

3:45 - 4:45 PM

- ▶ Market participant focus
- ▶ Impairment tests
- ▶ Disclosure requirements
- ▶ Using hypothetical transactions when active markets don't exist

Conference Ends

4:45 PM

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