



Cash Flow Planning & Forecasting Self-Study Webinar (10 Hours)

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Self Study Webcast
Dec 20 - Dec 21

Overview:

Forecasting cash flow accurately and maintaining liquidity are even more critical in an uncertain economy. And the better the forecast, the better your company's profitability! In this cutting-edge self-study webinar, experts from some of the most prominent companies in the country, including IBM and McAfee, will share how they plan and forecast cash flow and their best practices in cash and treasury management. Our team of experts will also discuss:

- The changing landscape and techniques of forecasting
- Using free cash flow to support investor and shareholder returns
- Utilizing emerging technologies and AI to achieve more accurate results
- Working capital forecasting and management

Objective:

To enable accountants and financial managers to achieve greater profitability with more effective cash flow planning and forecasting. Participants will learn how to augment their forecasting skills using the most current financial methodology as well as "outside-the-box" thinking.

SPEAKERS:

Patrick Balestrieri, FPAC, CTP, CFO & Enterprise Value Consultant

Matthew Charney, Senior Treasury Manager, IBM

Stuart Jones, Senior Director, Treasury, McAfee

Michael Kapala, Manager, Finance Automation, RSM

Luis Soto, Treasury Advisory Manager, RSM

Ron Stott, Value Engineer, Kyriba

[Detailed Learning Objectives](#) [1]

Emphasis:

- **Cash Flow Forecasting at IBM**
- **Data Driven Forecasting & Planning**
 - Implementing a data driven forecast
 - Liquidity metrics and modeling
 - Utilizing emerging technology
 - Application Programming Interfaces (APIs)
 - Artificial Intelligence (AI)
 - Analytics
- **Cash Forecasting Trends & Management**
 - Sources of value in treasury

- Treasury overview
- Cash management
- Cash forecasting
 - Integrated forecasting
 - Considerations to create a forecast
 - Integration with global planning
- **Treasury Technology—A Case for Treasury Management Systems**
 - Integrated system architecture and automation
 - Finance technology ecosystem
 - Advances in treasury management
 - Data architecture
 - Case studies
 - Implementation approach
- **Cash Forecasting & Financial Risk Management at McAfee**
- **Working Capital Forecasting & Management**
 - Cash conversion cycle and operating cash flows
 - Cash flow timeline and float
 - Balance sheet current accounts and external financing
 - Strategies for investing in and financing working capital
 - Managing accounts receivables, inventory, and accounts payables
 - Working capital management tools

Identify the cash flow management goals.

Recognize the role of the cash flow.

Recognize the current status of the cash flow.

Recognize the importance of the cash flow management for the business plan.

Identify the benefits of the cash flow management.

Recognize the role of the cash flow management.

Identify the importance of the cash flow management for the business plan.

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Recognize the importance of the cash flow management for the business plan.

Identify the role of the cash flow management.



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*Recognize the responsibilities of the Treasury Department within an organization

*Identify the definition of working capital management

*Recognize the roles of the cash conversion cycle

*Identify components of cash analysis

*Recognize different liquidity management techniques

*Identify how to calculate the current ratio and the quick ratio

*Recognize the uses of cash flow forecast

*Identify methods of cash flow forecasting

*Recognize how to calculate average duration

BottomPrerequisite:

None.

Preparation:

No advance preparation required.

Level of Knowledge:

Overview.

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Links:

[1] [https://www.cpeonline.com/JavaScript:showObjectivesPopup\(\);](https://www.cpeonline.com/JavaScript:showObjectivesPopup();)