

ICASL And CIM Seminar On MARKETING FINANCE



The relationship between marketing and finance is one that needs to be thoroughly understood in order to enhance the performance of an organisation in today’s competitive business environment. Professionals are required to form a bridge between marketing and finance departments, and to analyse and assess marketing strategies.

Based on this, The Institute of Chartered Accountants of Sri Lanka (ICASL) in

association with The Chartered Institute of Marketing (CIM), Sri Lanka Region, presented a CPD seminar on Marketing Finance, on the importance of ‘Measuring the impact of your Brand Drivers in Tough Times’. The one-day seminar was held on March 20, 2009 at the Emerald Ballroom of Ceylon Continental Hotel.

Presentations were made by Sam Dias, Director, Brand Science, UK, a pioneer in marketing accountability analysis, and Dr Uditha Liyanage, Director, Postgraduate Institute of Manage-ment and Marketing Guru in Sri Lanka.

The objectives of the seminar were, to deepen the participants’ understanding of the vital interface between the disciplines of Finance and Marketing, especially during times of turbu-lence and to appreciate Brands as Assets and understand their place in Balance Sheets and Acquisitions. Furthermore, it elaborated on identifying the keys to Demand Management for sustaining positive Cash Flows and to isolate key Performance Drivers for strategic resource allocation.

The seminar was aimed at CFO’s, Finance Directors/Managers, CMO’s, Marketing and Sales Directors/Managers and other Senior Financial and Marketing Professionals.

Panelists included Pravir Samarasinghe, Chief Operating Officer of Richard Pieris, Channa Gunasekera, Chief Financial Officer of HSBC and Sriyan Wijeyratne, Country Manager, Mi-crosoft.