



A CMAE ONLINE WORKSHOP

# COLOUR ACCOUNTING PART TWO

**A NINE HOUR WORKSHOP TO FOLLOW UP PART 1  
DELIVERED OVER THREE SESSIONS ON  
PART 2 - MARCH 19TH - 21ST 2024**

A unique, visual way to learn  
how Accounting, Finance and Business work

"The content of Colour Accounting, combined with Adam's presentation style, is highly interactive with constant running examples and explanations of accounting terms kept simple so they make sense outside of the training room!" - **Mark Wycherley, Manager, Waterlooville Golf Club**

## COLOUR ACCOUNTING PART 2

# PROGRAMME DETAILS

Accounting and finance often feel confusing because people can't see how the numbers work, and they don't understand the language. Colour Accounting fixes this by approaching the subject visually. The first workshop explored the fundamentals of accounting using our visual approach.

This follow on workshop will build on these fundamentals to give you more confidence to work with your accounts and to discuss financial information with your stakeholders. These sessions will give you:

- A specific insight into the usual accounting practices within clubs
- A thorough overview of key business ratios along with practical examples
- Insights and practice into budgeting and forecasting methods
- Dedicated time to practice reading and analysing financial statements

### PRESENTER: ADAM WILKINSON

Adam Wilkinson is a Chartered Accountant and Professional Development trainer, who leads unique and engaging workshops on accounting and financial literacy for a wide range of clients including music companies, media businesses, law firms, publishers, manufacturers and sports clubs. Having qualified in 1999, Adam has 22 years of business experience in finance, including 8 years at EMI Group PLC and 5 years in Financial Director roles in small and medium sized companies.



The course is structured as a series of 3 webinars, experienced live and remotely. **You will need your workbook from the Initial workshop that you attended**, and will receive additional PDF materials to support your learning throughout the webinars. Each webinar will include an open ended Q&A at the end of each session.

#### (10.00-13.00 GMT) **WEBINAR 1 (3 HOURS)**

We will start with a comprehensive summary of the content from the first workshop, and then apply these accounting principles to the standard activities of a members club, to link accounting terminology directly to your operations.

#### (10.00-13.00 GMT) **WEBINAR 2 (3 HOURS)**

This webinar will focus firstly on understanding and practicing the key business ratios that are of interest when analysing financial statements. We will then use the insights we have gained into the business to practice setting a budget for the following financial year.

#### (10.00-13.00 GMT) **WEBINAR 3 (3 HOURS)**

This webinar will focus on analysis skills. We will look at a variety of company financial information to extrapolate and identify key features that tell us what the business is doing. We will then take a deep dive into 2 sets of accounts to practice reading and discussing the trends that we see, and the issues that are influencing the business.

### DELEGATE FEES

£350.00 CMAE Members

Limited to 16 delegates

DEADLINE TO BOOK: 3 weeks before

**TO BOOK COMPLETE AND RETURN THE BOOKING FORM**

## COLOUR ACCOUNTING PART 2

# BOOKING FORM

**YOUR NAME**

**CLUB/BUSINESS**

**POSITION AT CLUB**

**EMAIL ADDRESS**

**PHONE NUMBER**

**I CONFIRM I WOULD LIKE TO BOOK ONTO THE FOLLOWING WORKSHOP**

**COLOUR ACCOUNTING PT 2**  
19TH - 21ST MARCH - £350.00

**PREFERRED PAYMENT METHOD**

**BANK TRANSFER**

**CREDIT / DEBIT CARD**

**TERMS AND CONDITIONS**

Cancellations must be received 14 days prior to the event date  
Any cancellations received after the 14 days will not be subject to refund  
Bookings are not guaranteed until payment is received in full

**PLEASE RETURN BOOKING FORMS TO**

office@cmaeurope.org