



E-learning webinar:

## The Importance of Data Analytics for Digital Finance Function

Programme Code: EWEB20052001

The majority of finance functions are in the middle of or planning for digital transformation. Data analytics is one of the critical enablers for this transformation, and data driven organisations are frequently top performers in Hong Kong and international markets. In this 1-hour webinar, the speakers will share some of the latest trends and developments for finance professionals.

Topics include:

- The role of data analytics in the future of finance
- The role of finance in bringing data driven insights to the business
- Current benchmarks and trends in Hong Kong
- The challenges for organisations looking to embrace data analytics
- Ways to move forward and embrace analytics

**Speakers**

**Ms. Isabel Zisselsberger**, Head of Finance Consulting, KPMG Hong Kong

Ms. Zisselsberger has been with KPMG for 20 years and has experience delivering banking and technology consulting services in Europe and Asia.

**Ms. Tracy Shum**, Director of Finance Consulting, KPMG Hong Kong

Ms. Shum has been with KPMG for 12 years, focusing on delivering finance and operations consulting to clients in Hong Kong, Asia and Europe, and helping them to transform and navigate complex change initiatives.

**Date** **Wednesday, 20 May 2020**

**Time** 12:30 p.m. – 1:30 p.m.

**Format** Webinar

**Language** English

**Fee** Free for HKICPA members

**Registration** Online registration will commence at 12:00 noon, 12 May 2020.

*(An email will be sent to you when your registration is accepted, which will include a login ID and password for the webinar. You can access the webinar by tablet, smart phone or PC.)*

**Participants** Finance professionals

**Competency\*** Change management;  
Information technology

**Sub-competency\*** Executing and supporting change initiatives;  
Developing plans, evaluating and managing change initiatives;  
Data management and analysis;  
Technology-related upgrades and implementations

**Rating\*** Foundation to intermediate level

**CPD hour** 1

\* Please refer to the [Institute's online CPD Learning Resource Centre](#) for descriptions of competency and rating.