### PROGRAMME

#### THURSDAY, 12th NOVEMBER

<table>
<thead>
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<th>Time</th>
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| 11:00 | Conference opening  
• Jasmina Očko, Controlling consultant, Kontroling Kognosko (Croatia) |
| 11:15 | The Role of Controlling in Times of COVID-19  
• Prof. Dr. Heimo Losbichler, Professor of Controlling, University of Applied Sciences Upper Austria (Austria) |
• Tomasz M. Zieliński, Managing Director at ICV Poland and Controlling Director at VOX Capital Group (Poland) |
| 12:25 | Selecting your KPIs the Logical Way  
• Bernie Smith, KPI Author, Consultant & Trainer, Made to measure KPIs (Great Britain) |
| 13:10 | 10 Minutes for Exercise with Olympian  
• Mario Vekić, Croatian Olympic Rower (Peking 2008, London 2012) and Personal Trainer (Croatia) |
| 13:20 | Lunch break |
| 14:15 | Boards of Directors: How Better Reporting (Board Book) Improves Board Meetings  
• Xavier Subirats Alcoverro, Partner, AMSEL Assessors (Spain) |
| 14:50 | Do We Really Understand the Roles Played by Our Customer  
• Valentino Usenkov, Founder of USENKOV.PRO Project, Partner of CA Controller Akademie,Usenkov.pro (Rusia) |
| 15:25 | Cash Flow Management on Power BI Platform  
• Mario Korbar, Managing Director, Data Sense d.o.o. (Croatia) |
| 16:00 | End |

#### FRIDAY, 13th NOVEMBER

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| 11:00 | Statutory accounting alone is not sufficient  
• Guido Kleinhütpätz, Partner, trainer and consultant, CA Controller Akademie AG (Germany) |
| 11:50 | Price-Volume-Mix Variance Analysis  
• Andrej Lapajne, CEO at Zebra BI, Zebra.BI (Slovenia) |
| 12:35 | From Data to Insight, From IT to Controlling  
• Igor Milovčić, Head of Controlling & Ivan Horvat, Data Analyst & Reporting Coordinator, University Hospital Centre Zagreb (Croatia) |
| 13:15 | 10 Minutes for Exercise with Olympian  
• Mario Vekić, Croatian Olympic Rower (Peking 2008, London 2012) and Personal Trainer (Croatia) |
| 13:25 | Lunch break |
| 14:15 | Integrating Sustainability Indicators  
• Axel Ehberger, Controlling consultant and trainer, Elexa-Controlling (Spain) |
| 14:45 | Artificial Intelligence Examples in Controlling  
• Davor Lozić, University lecturer and engineer, University of Applied Sciences Velika Gorica (Croatia) |
| 15:20 | IBCS - Just a Matter of Time  
• Edyta Szarska, IBCS® Certified Trainer, Controlling Partner (Poland) |
| 15:55 | Closing the conference  
• Jasmina Očko, Controlling consultant, Kontroling Kognosko (Croatia) |
| 16:00 | End |