

# Summer Conference

## Treasury & Ethics

1 June 2022  
De Landgoederij  
Bunnik

Integrity is on a slippery slope. Almost daily, there are press reports on organisations where fraud, corruption or other integrity violations have occurred. Integrity is also, and perhaps especially for the treasurer, a core value. After all, as a treasurer you fulfil a key role in the organisation's financial transactions. Ethical behaviour and business success are closely linked. However, it seems in practice that the ethical aspects of a situation can be overlooked. And even when the ethical aspects are recognised, it is not always obvious how they should be dealt with. When it is however clear how to behave ethically, often nothing is done. Behaving with integrity cannot be learnt from a book. Socially responsible entrepreneurship and responsible behaviour is developed by engaging in ongoing discussion of the moral dilemmas which you face in your work.

This is why the DACT Board has put this on the agenda of the Summer Conference.

Dan McCrum



## WIRECARD

A recent and relevant example of how wrong something can go is Wirecard, the German stock market favourite, which collapsed when 1.9 billion appeared to be 'missing'. The Conference starts with a lecture by keynote speaker Dan McCrum. Dan is part of the investigations team at the Financial Times. He began researching Wirecard in 2014 and finally brought the company down in 2020 with a series of articles called 'the House of Wirecard'. At the DACT Summer Conference he not only tells his story, but also explains what lessons can be learned from this scandal.

Raymond Zaal



## THE TREASURER'S PROFESSIONAL ETHICS

'The Treasurer's professional Ethics' workshop will form the heart of this Summer Conference. This workshop has been developed specifically for corporate treasurers by dr. Raymond Zaal, associate professor of Financial Ethics at Groningen University, and brings a practical perspective to business ethics. This workshop will explore different angles on principles of business ethics and the demands on ethical behaviour in the current challenging context in which corporate treasurers work. Through exploring ethical concepts in a business and personal context, during this workshop knowledge and tools will be provided to help participants strengthen their ethical consciousness and further develop their ethical judgement. Using a range of practical activities based on specific ethical dilemmas which might be experienced by corporate treasurers, the workshop will explore ethical principles, risks and alternative behaviours. This workshop will help participants to make well-substantiated ethical decisions and to take the actions necessary to build an ethical business culture and/or to deal with ethical dilemmas. The participants will be divided into groups of a maximum of 10. There are 10 facilitators available for this workshop.

Arnout Van den Bossche



## HUMOUR

Good conduct is a serious matter. An effective way to put the spotlight on complex, difficult, painful or frustrating issues is to use humour. Whether it is to do with collaboration with colleagues or other experts, or with those seeking help for themselves or those close to them, using humour often enables you to put your finger on the sore spot in a way which is non-judgmental but recognisable. Exaggerating situations with humour can lead to reflection on your contribution to the situations which arise. The climax of the event will see no one less than cabaret artist Arnout Van den Bossche with the promise of an unforgettable finale to this DACT Summer Conference. His Spring/Summer shows are completely sold out, but he has reserved June 1st for DACT. His show will be mainly in Dutch.

<https://www.youtube.com/watch?v=QRn9mIX9-BI&t=2s>



# PROGRAMME

12.30 - 13.30	Registration and buffet lunch
13.30 - 14.15	Keynote speaker Dan McCrum - Financial Times
14.15 - 14.45	Introduction - Raymond Zaal
14.45 - 15.15	Break
15.15 - 16.15	Workshops: Professional Ethics for the Treasurer
16.30 - 17.00	Summary - Raymond Zaal
17.00 - 17.30	Break
17.30 - 18.15	Entertainment - Arnout Van den Bossche
18.15 - 19.30	Drinks and BBQ



## PROFILES

**Dan McCrum** is a multi-award-winning investigative reporter for the Financial Times. In a 15-year career in journalism he has covered business and finance from New York and London, helping to expose accounting problems at a number of companies, most recently Wirecard. In 2020 he was named Journalist of the Year at the British Journalism Awards. His first book, *Money Men*, will be published by Transworld in June, and in German *House of Wirecard* by Ullstein. A Netflix documentary exploring his battle with the company is expected in the autumn.

### **dr. Raymond Zaal - University of Groningen / Nyenrode University**

Dr. Raymond Zaal was born and lives in The Netherlands. He studied Chemical Engineering and Business Administration at Nyenrode Business University, Erasmus University in Rotterdam and the University of Rochester, NY, USA. He received his PhD degree in Business Ethics from Nyenrode Business University in 2012. Raymond Zaal is a business ethicist and holds a position at the University of Groningen. He is also an associate research fellow at Nyenrode Business University. His research and work are focused on financial ethics, integrity management and moral leadership. Raymond frequently gives training sessions and workshops on professional ethics for financial professionals such as controllers, accountants, actuaries and corporate treasurers.

**Arnout Van den Bossche** worked as an engineer with Siemens and Proximus/Belgacom. He strung together the unpronounceable functions: purchase analyst, Fertigung Techniker, business consultant, senior bid manager.... In 2009, he won Humo's Comedy Cup and became a full-time comedian. He created the successful 'De Relatiefuisteraar' (The Relationship Whisperer) show, roaming around the whole of Flanders and the Netherlands. After more than five years, in line with the management rules, he promoted himself to Senior Executive Comedian. For his second show, his inspiration came from his former life: the business world. The absurdity of long-winded mail conversations with a colleague who is sitting next to you, procedures initiated when a printer gave up the ghost, and managers behaving like the cock of the walk ... Arnout saw how employees allowed themselves to be driven crazy with these seemingly minor elements. After a tough tour with 'De Relatiefuisteraar', Arnout flirted with a burn out. By focusing on themes such as working and burn out he created his personal mental click and clambered out of his own dip. And something constructive came out of it: his second show 'Burn-out voor Beginners' was born. Successfully so, since Arnout has performed the show innumerable times in theatres in both Flanders and the Netherlands, with a tour around the large theatres in the major cities. Some clips from the show, like the fragment on Powerpoint, have already been viewed and shared thousands of times. Arnout Van den Bossche, a phenomenon!

## PARTICIPATION AND CANCELLATION CONDITIONS

- You can register using the form on [www.dact.nl](http://www.dact.nl). Registration should be received preferably before 15 May, 2022. Places cannot be guaranteed after this date.
- There is no contribution for participation by DACT members. Up to and including 25 May, 2022 attendance can be cancelled by sending an email to [erikalicht@dact.nl](mailto:erikalicht@dact.nl) **DACT members who have registered but fail to inform us that they are unable to attend (no shows) will be invoiced € 100,00 excl. BTW.**
- On receipt of your registration form, we will send you confirmation of your participation.
- For information: Erika Licht, telephone +31 653 722 646 or send an e-mail to [erikalicht@dact.nl](mailto:erikalicht@dact.nl).

