

**Seminar programme**  
September – December 2011

# Knowledge share



## Seminars at a glance 2011

Kingston Smith LLP is one of the UK's top 20 accountancy and auditing firms. With over 500 people, including 63 partners, spanning seven offices across London and the South East, the Kingston Smith group supports entrepreneurial businesses, not for profit organisations, and private individuals.

At Kingston Smith, our ethos is to help you succeed in your commercial and financial goals. In particular, we have significant experience in supporting growing businesses through every stage of their growth. To offer clients this breadth of support and expertise, our partners formulate a deep understanding of every client's marketplace and environment.

For details of how to book, please see the back page.

For more information on our seminars visit:  
[www.kingstonsmith.co.uk/events](http://www.kingstonsmith.co.uk/events)

Seminars are FREE for Kingston Smith LLP clients and alumni.

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**1 September**

Maximising the value of your business (Buckinghamshire)

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**8 September**

Running a better business - How NEDs add value (City)

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**15 September**

Midas Touch - Communication for winning work (West End)

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**22 September**

How to increase voluntary income – Part 2 (Brentwood)

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**22 September**

Grooming your business for sale (Redhill)

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**29 September**

Midas Touch - Fifteen traits of successful entrepreneurs (West End)

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**4 October**

The times, they are a changing - Are you ready? (Redhill)

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**5 October**

Property investment in Latin America (City)

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**5 October**

How to drive up the value of your business (Northampton)

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**6 October**

How will the public benefit requirements judicial review affect your school? (West End)

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**11 October**

Property update (City)

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**12 October**

Funding streams for SMEs in the Technology, Media and Telecoms sector (City)

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**13 October**

How will the public benefit requirements judicial review affect your school? (Hemel Hempstead)

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**26 October**

Can social media sites work in a business context? (City)

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**2 November**

Property update (Redhill)

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**9 November**

How to maximise the value of your database? (City)

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**15 November**

Property – Tax and lending (City)

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**15 November**

An update for trustees (Buckinghamshire)

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**22 November**

Financial success in difficult economic times for farmers and agriculturalists (Dorking)

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**29 November**

Out of sight out of business!! (City)

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**30 November**

The Annual Survey – Compare your financial performance with your competitors – Marketing services (City)

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**1 December**

Tax efficient extraction of profits from businesses and efficient business structuring (City)

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**6 December**

Risk management – A toolkit for charities (City)

## Maximising the value of your business

Thursday 1 September

### Corporate Finance

As the UK rises out of recession, there is renewed interest in merger and acquisition activity. Many shareholders are resurrecting their exit strategies and are keen to explore ways to improve their business value. Careful planning and knowledge of the attributes desired by purchasers can lead to significant increases in business value. Improved market confidence has resulted in a steady rise in valuation multiples, with quality businesses again in demand from both domestic and overseas buyers. Companies with a sustainable competitive edge are commanding premium prices above traditional valuation methods.

This seminar explores how planning, strategic decisions and careful timing can help maximise the value of your business, drawing on our experience of over 500 transactions to give practical examples within successful case studies.

**Speaker:** Directors of Devonshire Corporate Finance Ltd  
**Venue:** Harben House, Tickford Street, Newport Pagnell, Buckinghamshire MK16 9EY

**Time:** 4.30pm registration for 5.00pm. Ends 6.15pm, followed by canapés and refreshments.

**Cost:** Free

## Running a better business - How NEDs add value

Thursday 8 September

### Financial Services

The financial crisis threw a spotlight on decision-making in the financial services sector and its failure to identify company-busting risks.

This seminar will examine how financial services firms are benefitting from improved governance and why the FSA is increasingly insisting on the appointment of Non-Executive Directors.

**Speakers:** David Young, an experienced Financial Services Non-Executive Director and Deputy Chairman ICAEW NED Group, Mark Child and David Morrey, Partners, Kingston Smith Consulting LLP

**Venue:** London City Point, 1 Ropemaker Street, London EC2Y 9HT

**Time:** 8.30am registration for 9.00am. Ends 10.00am, including breakfast and refreshments.

**Cost:** £25 (Free for clients)

## Grooming your business for sale

Thursday 22 September

### Corporate Finance

The current market conditions will not last forever and when they improve the time may be right to exit from your business. Focusing on the key issues that a purchaser may consider important and addressing them now could add that vital additional value when sold.

We are confident that whatever the reason for sale, we are able to assist vendors in maximising the return on their effort and hard work by selling at peak market value.

This seminar explores how planning, strategic decisions and careful timing can help groom your business for sale, drawing on our experience of over 500 transactions to give practical examples within successful case studies.

**Speaker:** Marc Fecher, Director, Devonshire Corporate Finance Ltd and Paul Samrah, Partner, Kingston Smith LLP

**Venue:** Surrey House, 36-44 High Street, Redhill, Surrey RH1 1RH

**Time:** 4.30pm registration for 5.00pm. Ends 6.15pm, followed by canapés and refreshments.

**Cost:** £25 (Free for clients)



MidasTouch

'Midas Touch' is an entrepreneurial business network, devised specifically with entrepreneurs and business owners in mind. Members of the network can attend regular networking events and seminars, get expert tips and advice from our online business doctor, contribute to network discussions, and learn about the changes in legislation that will affect their businesses.

To attend the following Midas Touch seminars, you must first join the network. You can request an invitation at [www.midastouch.uk.com/membership](http://www.midastouch.uk.com/membership).

## Communication for winning work

Thursday 15 September

### Midas Touch

Winning new work is all about communicating – and that means listening as well as getting your own message across in the right way.

Communication specialist Richard Jacobs will show you all about how to communicate in the most effective way to win new work.

**Speakers:** Richard Jacobs, [yesindeed.com](http://yesindeed.com)

**Venue:** 141 Wardour Street, London W1F 0UT

**Time:** 8.00am registration for 8.30am. Ends

10.00am, including breakfast and refreshments.

## Fifteen traits of successful entrepreneurs

Thursday 29 September

### Midas Touch

Business psychologist David Taylor has identified fifteen key characteristics that entrepreneurs need in order to succeed. In this seminar we focus on some of those characteristics, and investigate whether our audience fit the bill.

**Speakers:** David Taylor, The APA Consultancy and Zoe Harley, Harley Holistic

**Venue:** 141 Wardour Street, London W1F 0UT

**Time:** 5.30pm registration for 6.00pm. Ends 7.15pm, followed by canapés and refreshments.

The Entrepreneurs Network

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## How to increase voluntary income – Part 2

Thursday 22 September

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### Charities

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Does your charity spend too much time chasing a large number of relatively small gifts? Does your dream of attracting five and six figure gifts seem unattainable? This seminar will show you how to begin to identify major donors who might be interested in your cause. We will describe the role of trustees and chief executives in building relationships; as well as how to ensure new and existing relationships with major donors can be made more rewarding for both parties.

This is the second in a series of seminars for 2011/12 looking at increasing voluntary income through better bid writing, planning major donor approaches and maximising gift returns.

**Speaker:** Jane Hellings, Director, Kingston Smith Fundraising and Management

**Venue:** Holiday Inn, Brook Street, Brentwood CM14 5NF

**Time:** 4.30pm registration for 5.00pm. Ends 6.15pm, followed by canapés and refreshments.

**Cost:** £25 (Free for clients)

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## The times, they are a changing - Are you ready?

Tuesday 4 October

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### Entrepreneurial Businesses

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We are holding a free breakfast seminar outlining the recent key changes to pension legislation and the impending auto-enrolment regulations that are coming soon.

Topics for discussion will include:

- Auto-enrolment - Starting in 2012, legislation will come into force that will affect every employer and nearly every employee in the UK. Employers will have to enrol their employees into appropriate pension arrangements and make pension contributions for those employees (who will also have to contribute).

- Post 6th April 2011 pension changes - On 6th April 2011 a number of changes were made to the amount of money that can be paid into pension schemes, and how pension benefits can be accessed "at retirement". Furthermore, forthcoming changes will also impact on the amount of money that can be held within pension schemes without attracting penal tax changes.

How aware, or ready, are you for these changes? We will explain these changes, how they will affect you and how you can look to maximise your pension benefits.

**Speaker:** Andy Peters, Kingston Smith Financial Advisers and Simon Clark, Partner, Kingston Smith LLP

**Venue:** Surrey House, 36-44 High Street, Redhill, Surrey RH1 1RH

**Time:** 7.30am registration for 8.00am. Ends 9.00am, including breakfast and refreshments.

**Cost:** Free

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## Property investment in Latin America

Wednesday 5 October

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### Latin American desk

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The property market has been flat for a number of years in the UK, Europe and USA, however in Latin America the opportunities are still arising, with prices in some areas doubling in the last few years.

We will be providing an overview of the property market in Brazil and Colombia, providing case studies and exploring the local and UK tax requirements.

The seminar is targeted at individuals and funds wishing to invest in Latin American property.

Topics covered will be:

- macro property market overview and government policy
- tax incentives and structuring
- case studies.

**Speakers:** Paul Spindler, Partner, Kingston Smith LLP, Juliana Zarate, Researcher, Kingston Smith LLP, Vitoria Nabas, Nabas Legal Services and Alejandra Sacipa, Casa en Casa

**Venue:** City of London venue - to be confirmed

**Time:** 4.30pm registration for 5.00pm. Ends 6.15pm, followed by canapés and refreshments.

**Cost:** £25 (Free for clients)

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## How to drive up the value of your business

Wednesday 5 October

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### Automotive

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The automotive industry has been through the doldrums over the last few years and there are still plenty of challenges ahead. Businesses have had to cope with a serious reduction in consumer spending due to the economic downturn, with the resultant squeeze on profits and cashflow, even though these were bolstered for a short while by the Government's now defunct scrappage scheme. It is widely considered that scrappage was a major contributory factor to keeping the sector afloat.

Business owners in the automotive sector may now be considering their post recession business options. This insightful seminar is aimed at those dealerships looking to create long term shareholder value.

Kingston Smith have many years experience in strategic planning, and many years experience in advising automotive clients in all aspects of their business, in particular their future strategy and structure.

This seminar will cover aspiration reviews, strategic planning, how to value a business, other ways of taking cash out of your business, and explain how business owners are able to realise value by selling to the management. It will also touch on alternative opportunities for disposal and minimising tax take.

**Speaker:** Marc Fecher, Partner, Kingston Smith LLP and Director of Devonshire Corporate Finance

**Venue:** Northampton Saints Conference Centre, Franklins Gardens, Weedon Road, Northampton, Northamptonshire NN5 5BG

**Time:** 5.30pm registration for 6.00pm. Ends 7.15pm, followed by canapés and refreshments.

**Cost:** Free

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## How will the public benefit requirements judicial review affect your school?

**Thursday 6 October**

### Education

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The Independent Schools Council's (ICS) request for judicial review has been granted and the Charity Tribunal will now review how the Charity Commission interprets public benefit for independent schools. In this seminar, we will look at these developments and how they will impact on your school.

**Speaker:** Neil Finlayson, Partner, Kingston Smith LLP  
**Venue:** 141 Wardour Street, London, W1F 0UT  
**Time:** 4.30pm registration for 5.00pm. Ends 6.15pm, followed by canapés and refreshments.  
**Cost:** £25 (Free for clients)

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## Property update

**Tuesday 11 October**

### Property

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A review of recent tax changes and their impact on property developers and investors. The seminar will consider the planning that should be considered covering income tax, corporation tax and capital gains tax. We will also cover how to structure property business going forward to minimise tax rates.

**Speaker:** Martin Muirhead, Partner, Kingston Smith LLP  
**Venue:** Devonshire House, 60 Goswell Road, London EC1M 7AD  
**Time:** 4.30pm registration for 5.00pm. Ends 6.15pm, followed by canapés and refreshments.  
**Cost:** £25 (Free for clients)

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## Funding streams for SMEs in the Technology, Media and Telecoms sector

**Wednesday 12 October**

### Technology

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Where to find funding to grow an innovative technology and creative digital business is a question we are frequently asked, and is top of the agenda for many entrepreneurs and CEOs.

With the political focus firmly on the private sector for generating economic growth and new jobs, as well as an increasing number of entrepreneurs keen to emulate the successes of companies such as Tweetdeck or Mind Candy, locations such as the Silicon Roundabout in East London have come to prominence.

The first challenge is knowing what funding is available for SMEs in the Technology, Media and Telecoms sector, and then how to go about securing it. In this seminar, we aim to highlight the principal sources of funding and reliefs available, and provide some key guidance on how a company might then go about securing funding, including what a potential investor looks for.

**Speakers:** Richard Heap, Technology Partner, Paul Spindler, Tax Partner, Kingston Smith LLP and Marc Fecher, Director, Devonshire Corporate Finance Ltd  
**Venue:** Intellect, Russell Square House, 10 – 12 Russell Square, London WC1B 5EE  
**Time:** 4.30pm registration for 5.00pm. Ends 6.15pm, followed by canapés and refreshments.  
**Cost:** £25 (Free for clients)

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## How will the public benefit requirements judicial review affect your school?

**Thursday 13 October**

### Education

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The Independent Schools Council's (ICS) request for judicial review has been granted and the Charity Tribunal will now review how the Charity Commission interprets public benefit for independent schools. In this seminar, we will look at these developments and how they will impact on your school.

**Speaker:** David Goodridge, Partner, Kingston Smith LLP  
**Venue:** Holiday Inn Hemel Hempstead, Breakspear Way, Hemel Hempstead HP2 4UA  
**Time:** 4.30pm registration for 5.00pm. Ends 6.15pm, followed by canapés and refreshments.  
**Cost:** £25 (Free for clients)

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## Can social media sites work in a business context?

**Wednesday 26 October**

### Entrepreneurial Businesses

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This seminar will focus on social media and how it can work for entrepreneurial businesses. The recent explosion of social media has proven to be a popular marketing tool in both the B2B and B2C sectors. With over 700,000 local businesses active on Facebook and 11m LinkedIn users across Europe, it is clear to see the importance businesses are now placing on social media when engaging with new and existing customers.

But how do you gauge the potential for your business, and select the right tools from the wide range available?

This 60-minute seminar will provide you with a straightforward, practical insight into social media in a business context. Combined with a case study or two, it will aim to answer the following questions:

- What is social media and does it really affect my business?
- How do I find and engage with my audience online?
- When and how would I use Twitter, LinkedIn, blogs, forums etc?
- How do I maintain the advantage over my competitors?

**Speaker:** David Wood and Chris Gillett, 3Seven9  
**Venue:** Devonshire House, 60 Goswell Road, London EC1M 7AD  
**Time:** 8.00am registration for 8.30am. Ends 10.00am, including breakfast and refreshments.  
**Cost:** £25 (Free for clients)

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## Property update

**Wednesday 2 November**

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### Property

A review of recent tax changes and their impact on property developers and investors and a reminder as to the tax efficient structures available to investors.

**Speaker:** David Montgomery, Partner, Kingston Smith LLP

**Venue:** Surrey House, 36-44 High Street, Redhill, Surrey RH1 1RH

**Time:** 4.30pm registration for 5.00pm. Ends 6.15pm, followed by canapés and refreshments.

**Cost:** £25 (Free for clients)

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## How to maximise the value of your database?

**Wednesday 9 November**

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### Trade Associations

Using your database goes far beyond the realms of pure direct marketing. A database analysis can reveal which of your members attends events or who receives your newsletters. So how much do you know about your members and how do you engage them more closely?

This seminar is aimed at senior management and it will explain how to turn the data from everyday activities into a complete picture of your members to expand relationships and maximise income.

The focus will be on how to:

- increase revenue from existing members
- develop their loyalty
- select and find new members

**Speaker:** Michael Collins, MarketGem

**Venue:** Devonshire House, 60 Goswell Road, London EC1M 7AD

**Time:** 4.30pm registration for 5.00pm. Ends 6.15pm, followed by canapés and refreshments.

**Cost:** £25 (Free for clients)

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## Property – Tax and lending

**Tuesday 15 November**

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### Property

Nick Salisbury, Director, Barclays Corporate Real Estate will discuss the generic state of the UK banking sectors appetite for property lending in particular some of the problems that Basle III causes banks and the issues with lending long term in the current market conditions. Martin Muirhead, Head of Property at Kingston Smith LLP will examine how to minimise the tax rates and risk through constructive planning.

**Speakers:** Martin Muirhead, Partner, Kingston Smith LLP and Nick Salisbury, Director, Barclays Corporate Real Estate

**Venue:** Devonshire House, 60 Goswell Road, London EC1M 7AD

**Time:** 4.30pm registration for 5.00pm. Ends 6.15pm, followed by canapés and refreshments.

**Cost:** £25 (Free for clients)

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## An update for trustees

**Tuesday 15 November**

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### Charities

This seminar will look at the following:

- latest developments in governance, including the impact of the Charity Tribunal decision on Public Benefit
- Charities Act 2006 – where are we with the review and revision of the Act?
- fundraising – what are the latest trends, and how to approach funders to get the best result.

**Speakers:** David Goodridge, Partner, Kingston Smith LLP, Gordon Follows, Partner, Kingston Smith LLP and Jhumar Johnson, Deputy Director, Kingston Smith Fundraising and Management

**Venue:** Harben House, Tickford St, Newport Pagnell, Buckinghamshire MK16 9EY

**Time:** 4.30pm registration for 5.00pm. Ends 6.15pm, followed by canapés and refreshments.

**Cost:** £25 (Free for clients)

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## Financial success in difficult economic times for farmers and agriculturalists

**Tuesday 22 November**

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### Entrepreneurial Businesses

Book your place for essential guidance to enable you and your business to meet the challenges currently facing businesses in the agricultural sector.

This seminar will cover how farmers can overcome difficult economic conditions affecting the sector by minimising their tax burden, taking advantage of the opportunities afforded by the current legislation and learning how valuation principles can affect their business and maximise their financial returns.

**Speakers:** Keith Halstead, Partner, Kingston Smith LLP and Stuart Walker, Partner, White & Sons

**Venue:** Denbies Wine Estate, London Road, Dorking, Surrey RH5 6AA

**Time:** 4.30pm registration for 5.00pm. Ends 6.15pm, followed by canapés and refreshments.

**Cost:** Free

## Out of sight out of business!!

**Tuesday 29 November**

### Financial Services

The Data Protection Act 1998 has been around for a number of years now and frankly has probably not been treated as seriously as it should by many organisations; be they commercial, not for profit, private or public sector. Research undertaken by the British Standards Institute (BSI) resulted in 1 in 5 organisations admitting that they may have unwittingly committed a breach, not simply by failing to hold personal information securely but by neglect of other legal obligations. The risks surrounding the collection, management and use of personal data have increased. The Information Commissioner's Office (ICO), the entity charged with overseeing and enforcing the Act, has the power to fine organisations up to £500,000 for serious contraventions of the Act. Securing information assets should be a top priority for all organisations.

**Speakers:** Mark Child and David Morrey, Partners, Kingston Smith Consulting LLP

**Venue:** London City Point, 1 Ropemaker Street, London EC2Y 9HT

**Time:** 8.30am registration for 9.00am. Ends 10.00am, including breakfast and refreshments.

**Cost:** £25 (Free for clients)

## The Annual Survey – Compare your financial performance with your competitors – Marketing services

**Wednesday 30 November**

### Marketing services

We are now in the 21st year, of the launch of our annual survey 'The Financial performance of marketing services companies', a renowned research document regarded as the most comprehensive and authoritative financial survey of the marketing services industry. The annual survey provides an essential reference point for anyone working in advertising, direct marketing, media buying, public relations, sales promotion, digital, branding and design.

This seminar will cover the key findings of the annual survey, and provide a view on how the industry's financial performance has been affected as well as a review of key performance indicators, allowing you to benchmark the performance of your business against industry averages. With highly-regarded industry guest speakers, this is a seminar not to miss out on!

**Speakers:** TBC

**Venue:** RSA, 8 John Adam Street, London WC2N 6EZ  
**Time:** 5.30pm registration for 6.00pm. Ends 8.30pm, followed by canapés and refreshments.

**Cost:** Seminar only: £125. Annual Survey cost: £230 on or before 30th November (includes 2 free tickets to seminar); £480 after 30th November. Free to clients.

## Tax efficient extraction of profits from businesses and efficient business structuring

**Thursday 1 December**

### Entrepreneurial Businesses

Tax is now the biggest overhead for most entrepreneurs. The 50% personal Income Tax rate and the increasing NI burden puts an ever tighter squeeze on even the most successful of business owners. The seminar is structured to be a thought provoking guide to how all business owners can minimise their overall business and personal taxes and extract the most net of tax income from their businesses.

It will explain the current tax burden on businesses, outline various profit extraction techniques and explain the important role that business structuring has in current tax planning.

It will also explain how many businesses and business owners can materially reduce their overall tax burden.

**Speaker:** Chris Hughes, Partner, Kingston Smith LLP

**Venue:** Devonshire House, 60 Goswell Road, London EC1M 7AD

**Time:** 4.30pm registration for 5.00pm. Ends 6.15pm, followed by canapés and refreshments.

**Cost:** £25 (Free for clients)

## Risk management – A toolkit for charities

**Tuesday 6 December**

### Charities

Charities of every size face the same risk management challenges - protecting their reputations and their assets, avoiding mistakes in decision making and execution, and meeting the expectations of regulators and donors. Delivering against these challenges has created a risk management industry which many organisations are beginning to feel does not add the value they had hoped for.

This seminar sets out the tools and methods which every charity should adopt to get the best risk management result. It also looks at common areas of effort which add little value and can be stopped. As scale is important and one size does not fit every charity, this seminar will also look at how best practice can vary with the size and complexity of the organisation.

**Speakers:** Sandra De Lord, Partner, Kingston Smith LLP and David Morrey, Partner, Kingston Smith Consulting

**Venue:** Devonshire House, 60 Goswell Road, London EC1M 7AD

**Time:** 4.30pm registration for 5.00pm. Ends 6.15pm, followed by canapés and refreshments.

**Cost:** £25 (Free for clients)

# How do I book?

You can reserve a place at our seminars/training sessions in a number of ways.

- Telephone 020 7566 3850
- Email [events@kingstonsmith.co.uk](mailto:events@kingstonsmith.co.uk) with your details, indicating which seminar(s)/training session(s) you would like to attend
- Visit [www.kingstonsmith.co.uk/events](http://www.kingstonsmith.co.uk/events) and register online

If you are a Kingston Smith client, please advise when completing the booking form.

## How do I pay?

To pay by credit card, please call 020 7566 3850. Please make cheques payable to Kingston Smith LLP. If you would prefer to be invoiced, please tell us in your email.

**Seminars ONLY are FREE for Kingston Smith LLP clients and alumni.**

## What happens once I've booked?

Once we have received your booking, we will confirm your place via email.

## What if I can't attend?

If you are unable to attend an event for which you have registered, you are welcome to send a colleague in your place. Please telephone Becky Honeysett on 020 7566 3850 with your colleague's details.

Where no colleague is able to attend in your place, we reserve the right to implement the following cancellation policy.

- For cancellations received up to 48 hours prior to the event, a full refund of the seminar/training session registration fee will be given.
- For cancellations received within 48 hours of the event taking place, you will be entitled to a 50% refund of the seminar/training session registration fee.
- No refund will be given to individuals who cancel once the seminar/training session has begun, including non-attendance.

## Other topics of interest

If you would like to attend a seminar on a topic not listed in this programme, please email your suggestions to [events@kingstonsmith.co.uk](mailto:events@kingstonsmith.co.uk). Alternatively, telephone Becky Honeysett on 020 7566 3850.

## Further information

If you would like more information about Kingston Smith or if you would like to register for an event by phone, please call Becky Honeysett on 020 7566 3850.

## City

Devonshire House  
60 Goswell Road  
London  
EC1M 7AD  
T 020 7566 4000

## Hayes

Middlesex House  
800 Uxbridge Road  
Hayes, Middlesex  
UB4 0RS  
T 020 8848 5500

## New Malden

Kingston Smith  
Financial Advisers  
80 Coombe Road  
New Malden  
KT3 4QS  
T 020 8605 1213

## Redhill

Surrey House  
36-44 High Street  
Redhill, Surrey  
RH1 1RH  
T 01737 779000

## Romford

Orbital House  
20 Eastern Road  
Romford, Essex  
RM1 3PJ  
T 01708 759759

## St Albans

105 St Peter's Street  
St Albans, Herts  
AL1 3EJ  
T 01727 896000

## West End

141 Wardour Street  
London  
W1F 0UT  
T 020 7304 4646

