

21 - 23 November 2017  
Emperors Palace Convention Centre, Johannesburg, South Africa

**DAY ONE 21 NOVEMBER 2017 MORNING: CONFERENCE OPENING AND SPEAKER SESSIONS I AND II**

Registration: 08h00-09h00

**09h00-10h00 Conference Opening**

- Welcoming and introduction: ICBA Director
- Brief remarks: Partners and Sponsors
- Opening keynote: Minister of Small Business Development
- Business Advising in Denmark: Danish Ambassador to South Africa

**10h00-11h00 Speaker Session I: Business Advising Policy and Regulation**

This session will cover perspectives on business advising policy and regulation. Topics will include:

- Public policy and regulatory frameworks
- Is there a role for government in regulation or is self-regulation sufficient?
- Is there scope for public-private partnership?

**11h00-11h30 Refreshment Break**

**11h30-12h30 Panel Session A: Business Advising Policy and Regulation**

Topics as above

**12h30-13h30 Lunch Break**

**13h30-14h30 Speaker Session II: Professionalisation of Business Advising**

Topics under this session will include:

- Should there be minimum qualifications and experience for business advisers?
- Education and training of business advisers
- Professional standards and accreditation / certification
- The role of continuing professional development
- Professional codes / ethics / regulation
- Professional indemnity
- Adviser-client relationship and complaints handling

**14h30-15h30 Panel session B: Professionalisation of Business Advising**

Topics as above

**15h30-16h30 Open Forum with Professional and Accrediting Bodies**

South Africa has a number of professional bodies for the business advising industry, plus government standards setting and accrediting bodies. What is their view on the state of business advising in the country? What is their vision for the future of the industry? What lessons can be learnt from the widely-reported recent professional and ethics failures on the part of multinational advisory firms?

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**DAY TWO 22 NOVEMBER 2017**

**09h00-10h00 Speaker Session III: Practice of Business Advising**

This session's will include:

- Personal development as a business adviser
- Programme design approaches
- Methodologies, tools and techniques for effective business advising
- Delivery innovations (incl. role of ICT)
- Quality assurance
- Are there gaps in the provision of business advice relating to specific operational issues in business (e.g. governance, risk management, international trade, business sale, mergers & acquisitions)?
- Is there any category of institutions that should be involved in business advising and is not? If so, why?

**10h00-11h00 Panel Session C: Practice of Business Advising**

Topics as above

**11h00-11h30 Refreshment Break**

**11h30-12h30 Speaker session IV: Measuring the Performance of Business Advising**

This session's topics will include:

- Determining success – how do we know it works?
- Measurement methodologies (qualitative vs quantitative)
- Determining measurement roles and frequencies – who should be responsible for it?
- Disseminating and using results to improve design and practice

**12h30-13h30 Lunch Break**

**13h30-14h30 Panel session D: Measuring the Performance of Business Advising**

Topics as above

**14h30-15h30 Open Forum**

Institutional users of business advising (e.g. SME support agencies, commercial banks and development finance institutions, large corporates) constitute an important industry stakeholder group. What is their experience of using business advisory services targeted at their SME clients? What say do they have in shaping the quality of the service? What challenges and gaps do they see? What is their vision for the future of business advising? This forum will focus on these and other pertinent issues, in conversation with institutional users of business advisory services.

**15h30-16h00 Refreshment Break**

**16h00-17h00 Conversation with Entrepreneurs**

A panel of entrepreneurs will give their perspective on all the issues covered at the conference. This will be an opportunity to hear first-hand the entrepreneurs' own views on and experience of business advising. Does it add real value? In what ways? Where can improvements be made?

**17h00-18h30 Networking Cocktail**

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**DAY THREE 23 NOVEMBER 2017**

The third day of the conference will be divided into two sessions which will run in parallel. **For planning purposes, delegates are required to indicate on registration which session they will attend on the third day.**

**09h00-14h30 Session 1: Training workshop (with refreshment and lunch breaks)**

The training workshop, to be presented by the US-based Association of Accredited Small Business Consultants (AASBC) CEO, will cover five modules:

- Module 1: Small business and SMEs today
- Module 2: Operational management
- Module 3: Strategic planning
- Module 4: Risk assessment and fraud deterrence
- Module 5: Marketing your consulting practice

**09h00-14h30 Session 2: Policy Forum (with refreshment and lunch breaks)**

This session will pull together the content of the first two days of the conference into a focused discussion on implications for policy, regulation and development of business advising as a profession. Specifically, it will address the question: what should be the next steps towards professionalising and promoting business advising in South Africa? What role should be played by government, professional bodies, user groups, accrediting bodies, educational institutions, and small business representative organisations? This session will also draw from international experience.

**14h30-15h00 Conference Wrap-up and Closing**

"Towards a policy, regulatory and implementation framework for business advising" - Address by the Director General, Department of Small Business Development

- Brief closing remarks by Conference Partners and Sponsors
- Closing remarks by Conference Director – Towards ICBA 2018 (21-23 November 2018)

Please Note: Programme is subject to change.