



# **Strategic Financial Management for Conferences, Workshops, and Meetings (Joint Publication in the Jossey-Bass Higher and Adult Educat)**

*Robert G. Simerly*

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In many organizations the person who has the responsibility for planning conferences, workshops and meetings often has little or no training in accounting. For the busy professional, learning financial management skills on-the-job can be a complicated and frustrating experience. In this practical and down-to-earth book, Robert Simerly presents a step-by-step guide to strategic financial management for conferences, workshops and meetings in a wide variety of settings. The author simplifies complex accounting and financial management principles and makes them understandable and easy to apply. Simerly covers all aspects of fiscal responsibility including how to plan a budget for an individual programme, integrate individual programmes into a comprehensive yearly budget and develop a five-year financial planning model. He outlines a basic five-step procedure - applicable to any programme no matter how large or small - for creating a budget for a single programme. The author also outlines how to set in place an accrual accounting system using actual budgets as easy-to-follow case examples. The book offers illustrative sample spreadsheets and budget planning forms as well as a summary of important financial management terms.

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