



Croner

a Wolters Kluwer business

Croner Training

Croner Training's VAT courses 2010/2011

Croner Training's portfolio of programmes will help you ensure you gain a thorough understanding in a variety of VAT areas:

- Remain fully compliant with VAT legislation
- Learn how to avoid common mistakes in VAT practice
- Avoid penalties and fines

Courses include:

- Clearly showing financial information
- VAT: a general introduction
- Advanced VAT
- VAT for accounts payable and purchase ledger – **BESTSELLER**
- VAT and overseas trade – **BESTSELLER**



**SAVE UP TO 50% OFF
YOUR TRAINING BUDGET**

Simply **BOOK 5 OR MORE PLACES** on any payroll/pensions course(s) and get everything **HALF PRICE**

or **SAVE £100**

on individual courses when you book before 30 July 2010



www.cronertraining.co.uk

0845 082 1170

Croner Training's VAT Season ticket scheme

SAVE UP TO
50% OFF YOUR
VAT TRAINING

Welcome to Croner Training's new catalogue of VAT courses. We offer the best training in the VAT market. 97% of our customers rate our events as 'excellent' and regularly come back or recommend us to colleagues.

However, when we talk to our customers, we know that some companies find it hard to afford as many training places as they would like. That is why Croner training offer a season ticket scheme. This could save you hundreds of pounds off your training budget.

The season ticket is designed to help you maximise the amount of training you can squeeze out of your budget. It rewards companies that place importance in staff training and development, by offering discounts of more than 50% on multiple bookings of 5 or more places.

All the events in this brochure are available in the season ticket scheme and you can mix and match any number of delegates on any number of events. Once you have determined the number of delegates that you want to send, please use the table below to calculate your discounts and total price.

Alternatively, any of these courses can be delivered as an in-house training event. To discuss your requirements please contact our in-house team on **0845 076 0679** or e-mail incompany@cronertraining.co.uk

The Season Ticket Savings

Number of delegates	Percentage discount	Price per ticket*	Total cost	Total saving
1	0%	£649	£649	£0
2	15%	£551.65	£1103.30	£194.70
3	25%	£486.75	£1460.25	£486.75
4	35%	£421.85	£1687.40	£908.60
5+*	50%	£324.50	-	-

* The 50% discount will apply to all bookings over 5 tickets
The prices listed above exclude VAT

How the season ticket works

To book your season ticket simply:

- Review our portfolio of courses
- Decide how many tickets you will need over the course of the year

3 easy ways to book

- Book your tickets by calling us on **0845 082 1170**
- Complete the order form at the back of this brochure
- Book online at www.cronertraining.co.uk

Note: You do not have to decide who will be attending the courses until two weeks before the event.

Sign up to the Croner Training season ticket today and maximise the impact of your training budget on your staff's performance.

For further information about the season ticket scheme please contact us on **0845 082 1170**

For more information call **0845 082 1170**

Clearly showing financial information

Dates and location

23 September 2010 (London) ■ 35474

30 March 2011 (London) ■ 36299

Why you should attend this seminar

Imagine doing documents that people praise and envy. Ones that have clarity and impact and that get results. That win new business or impress and influence the Board. Imagine the impact on the rest of your working life.

Imagine no more. See how to transform all your work, from one page notes to lengthy tomes, from regular information and KPI packs to bespoke investment proposals, from simple spreadsheet printouts to presentation slides.

Benefits of attending

This one-day seminar will help you:

- 1 Prepare documents and slides that influence, inform and impress
- 2 Save colleagues' time – they will understand your work much more quickly
- 3 Help you and them reach better decisions

In one day, learn how to documents and slides that others praise and envy – and see the rest of your working life becomes so much more rewarding.

Who should attend?

- All levels from Directors to administrative assistants
- Anyone involved in preparing, reading, reviewing or acting on business information

The course has been presented to numerous departments including IT, Finance, Sales, Marketing, Communications, Compliance, HR and Executives.

Speaker



Jon Moon is a freelance trainer who has delivered training courses to in-house finance functions including the BBC, the Home Office, PA Consulting, BT Openreach, Unilever and even the ICAEW. His book *'How to make an impact'* is published by FT Prentice Hall. Previously, Jon qualified as a chartered accountant with KPMG, got an MBA from Manchester Business School and a Physics degree from Oxford

University. After all that, he spent 12 years in the City in roles including CFO of an insurance company and Acquisitions Partner of a FTSE 250 plc.

Outsourcing and event management service

Kaplan Hawksmere has over 10 years experience in running outsourced and managed training contracts both in the private and public sectors. Our highly skilled team will work with you to effectively manage your events, conferences and training programmes to maximise delegate numbers and revenue.

If you would like any further information on this service please contact **Neil Vincent** on **020 7960 5677** or e-mail neil.vincent@kaplan.co.uk

1 day £649 +VAT

EARLY BOOKING – SAVE £100 if you book and pay before 30 July 2010

BESTSELLER

Programme

1. Introduction

2. Business graphs

- Why most business graphs don't work – and some great new graphs do instead
- Learn questions that help you decide whether to plot a graph

3. Numerical tables

- How to make people love your tables not loathe them
- Learn Jon's five steps for improving tables

4. 'WiT'

- 'WiT' is Jon's seriously better alternative to bullet points. It transforms slides, reports, notes and even CVs. Tests show it has three times more impact than bullets
- What people say about 'WiT':

'WiT is stunningly simple, yet moudbreaking. You'll never look at a bullet point the same way'

Michael Izza, Chief Executive, ICAEW (Institute of Chartered Accountants in England and Wales)

'Simple ideas can change business forever. WiT is one such idea'

Dominic Burke, Group CEO, JLT Group plc

'WiT gives documents real clarity'

Plain English Campaign

'I love Jon's work. His tips are hugely useful, his WiT is fantastic and ground-breaking, his book is essential reading'

Gavin Duffy, a Dragon on Ireland's 'Dragon's Den'

5. Document design

- Four simple design principles for reports and slides
- Mistakes people make with typography

6. Presentation slides

- Ideas on how to avoid bullets in your presentations

During the day you will divide into groups and discuss real documents and information packs. You will see just how effective and practical the tips and principles are.

Are you unsure if you have the time or resources to engage in training?

Croner Training can:

- Bring this or any of our other 100 courses directly to your place of work, removing any time, travel and accommodation overheads you may have
- Tailor the programme to meet the specific needs of your organisation
- Maximise the impact and value of your training by having a whole team on a single course at once
- Allow you to choose when and where your training is held to minimise the disruption to your business

With over 1000 speakers from leading companies and consultancies we firmly believe our courses are some of the best in the workplace.

For more information about this service – and a no-obligation quotation – please call the **in-house team** on **0845 076 0679** or e-mail incompany@cronertraining.co.uk

VAT: a general introduction

Dates and location

6 October 2010 (London) ■ 35578

16 June 2011 (London) ■ 36326

1 day £649 +VAT

EARLY BOOKING – SAVE £100 if you book and pay before 30 July 2010

Why you should attend this course

This interactive and wide-ranging course is aimed both at those new to VAT and those needing a refresher course. It covers all the important areas of VAT which are necessary to have a practical understanding of the basic requirements. VAT is very intrusive and mistakes can result in assessments, interest charges and penalties.

Benefits of attending

This one-day course will help you:

1. Understand the scope and the essential features of VAT
2. Understand the legal aspects
3. Be aware of all the requirements of being VAT registered
4. Avoid incurring penalties for failure to comply
5. Complete the VAT return successfully
6. Understand how VAT affects your particular business
7. Prepare for a VAT inspection

Above all, this course will help you to gain confidence in dealing with the VAT affairs of the business.

Who should attend?

Anyone new to the detail of VAT, including:

- Financial controllers/finance managers
- Accounts managers and supervisors
- Financial accountants
- Management accountants
- Other staff involved in the preparation of VAT returns

Speaker

Michael Steed trained with Coopers & Lybrand (now PWC), passing his ATT exams in 1992 and ATII (now CTA) VAT specialist route in 1994. He gained FTII status in 1995 with his thesis on VAT groups. He gained practical experience of both indirect and direct taxes while working for Coopers.

Michael is Kaplan's leading authority on indirect taxes and works closely with both practice and industry clients providing highly bespoke products to meet their exact training needs.

His key clients include HMRC, AAH pharmaceuticals, AAT and Grant Thornton.

'I have great confidence in everything I have learnt today'

Clare Howell, Haydock Finance Ltd

'Excellent course with a good coverage of VAT matters'

Kevin Eley, Taxation Assistant, Zurich Employment Service Ltd

Programme

1 The essential vocabulary – supplies, goods and services

- The scope of VAT – what does it apply to?
- Business and non-business
- How is it “value added”?
- VAT registration and de-registration
- Group registration
- Sales of businesses – shares and assets
- Business and non-business
- Where supplies take place
- Imports and exports
- Acquisitions and dispatches
- Business and private use of goods
- Business, private motoring and the ‘scale charge’
- Samples, gifts and loss of goods

2 Input tax recovery

- Exempt supplies and partial exemption
- Evidence needed in order to claim input tax
- Non-deductible input tax

3 Tax points

- General introduction
- Basic and actual tax points
- Deposits and continuous supplies
- Special cases and change of tax rate

4 Invoices, records and accounts

- What is a ‘tax invoice’?
- Invoicing in a foreign currency
- Less detailed, pro-forma, self-billed invoices and authenticated receipts
- Method of transmission
- Accounting for VAT
- Credit notes
- Discounts which are contingent, unconditional and for prompt payment (settlement discount)
- Bad debt relief

5 VAT

- Special schemes
- Small business schemes
- Retail schemes

6 Administration points

- Assessments
- Interest
- Penalties
- Disputes

Advanced VAT

Dates and location

9 November 2010 (London) ■ 35579

21 June 2011 (London) ■ 36327

1 day £649 +VAT

EARLY BOOKING – SAVE £100 if you book and pay before 30 July 2010

Why you should attend this course

VAT is a complex tax and it changes rapidly. Some topics require a wider understanding than can be given in the general introduction course. Planning for VAT is an important issue, especially in light of the Halifax principle. This course builds on the basic knowledge of VAT: A general introduction by giving delegates a more detailed understanding of the topics covered.

Benefits of attending

This programme will give you:

- 1 In-depth understanding of some of the more technical aspects of VAT
- 2 Confidence in dealing with VAT
- 3 Ability when planning for VAT

Who should attend?

All those with a basic understanding of VAT who now need to get to grips with the more complex aspects of the subject, including:

- Finance Directors
- Financial controllers/finance managers
- Accounts managers and supervisors
- Financial and management accountants
- Tax managers
- Treasury analysts
- Delegates who have already attended VAT: A general Introduction

Speaker

Michael Steed trained with Coopers & Lybrand (now PWC), passing his ATT exams in 1992 and ATII (now CTA) VAT specialist route in 1994. He gained FTII status in 1995 with his thesis on VAT groups. He gained practical experience of both indirect and direct taxes while working for Coopers.

Michael is Kaplan's leading authority on indirect taxes and works closely with both practice and industry clients providing highly bespoke products to meet their exact training needs.

His key clients include HMRC, AAH pharmaceuticals, AAT and Grant Thornton

'Excellent speaker – clear, concise and informative'

Kerry Scott, Hurst Morrison Thomson

'Excellent'

Ashwin Murarji, Skanska Integrated Projects

Programme

1 Partial exemption and recovery of input tax

- The standard method v special methods
- Reg103 recovery
- Longer period adjustments
- Payback and clawback

2 The Capital Goods Scheme

- Sales of CGS items within the tax life
- TOGCs and the CGS

3 Using retail schemes

- Standard v bespoke schemes
- Apportionment v direct calculation schemes
- Annual adjustments
- Expected Selling Prices (ESPs)
- Daily Gross Takings (DGT)

4 Other special accounting schemes

- Second hand schemes
- Tour Operators' Margin Scheme (TOMS)

5 Small business schemes

- Cash accounting
- Annual accounting
- The flat rate scheme

6 VAT on construction supplies

- Zero-rated supplies
- Reduced rate supplies
- Input tax recovery

7 VAT and property – sales, leases and incentives

- Basic rule
- Overrides in statute
- Override by choice (the Option To Tax)
- Incentive schemes for tenants

8 Group registration

- Entry into VAT groups
- Planning with VAT groups

9 Intra-EC trade of goods

- Imports
- Exports
- Despatches
- Acquisitions
- Triangulation
- EC Sales Lists and Intrastat reports

10 International services and the reverse charge

- The basic rule and the overrides
- Land services, performance services and intangible services
- The new VAT package from 2010

11 Other issues

- New tribunal structure from 2009
- New penalty regime from 2009

12 Understanding the Halifax principle

- How aggressive can VAT planning be?

13 Latest VAT cases

Sponsorship and exhibition opportunities

If you are looking to meet key finance decision makers then become involved with Croner Training as a sponsor or exhibitor. We offer a full range of promotional opportunities, including a pre-event brand awareness raising programme, on-site promotion and the chance to meet key industry leaders.

For a fully customised package, please contact **Simon Owen** on 020 7960 5663 or e-mail simon.owen@cronertraining.co.uk

VAT and overseas trade

Dates and locations

17 November 2010 (London) ■ 35582

1 December 2010 (Birmingham) ■ 35583

24 May 2011 (Manchester) ■ 36324

28 June 2011 (London) ■ 36325

Why you should attend this course

This one-day course examines the issues surrounding the movement of goods and services moving across international boundaries.

The course is designed as an introduction to the VAT accounting and reporting requirements and adopts a practical approach to this often misunderstood area of VAT.

Benefits of attending

This popular programme will bring you up-to-speed on:

- 1 VAT treatment of imports and exports and the evidence required
- 2 Essential differences between EU and non-EU trade
- 3 Do I need to register for VAT overseas?
- 4 Statistical reporting – EC sales lists and intrastat reports
- 5 Recovering overseas VAT
- 6 VAT treatment of international services

Who should attend?

- Finance directors
- Group/chief accountants
- Financial controllers/finance managers
- Accounts managers and supervisors
- Tax managers, advisors and supervisors
- Financial and management accountants
- VAT managers and accountants
- Treasury analysts

Non-financial staff will also find this programme useful, including:

- Contract managers
- Credit managers
- Import/export managers

Speaker

Michael Steed trained with Coopers & Lybrand (now PWC), passing his ATT exams in 1992 and ATII (now CIA) VAT specialist route in 1994. He gained FTII status in 1995 with his thesis on VAT groups. He gained practical experience of both indirect and direct taxes while working for Coopers.

Michael is Kaplan's leading authority on indirect taxes and works closely with both practice and industry clients providing highly bespoke products to meet their exact training needs.

His key clients include HMRC, AAH pharmaceuticals, AAT and Grant Thornton

1 day £649 +VAT

EARLY BOOKING – SAVE £100 if you book and pay before 30 July 2010

BESTSELLER

Programme

1 Introduction

- Place of supply issues
- VAT liabilities and overseas trade
 - Zero-rated supplies
 - Outside the scope
 - Specified supplies
 - Supply and install
 - Impact on VAT recovery

2 Non-EC movement of goods – imports

- Import entry procedure
- Duty and VAT deferment
- Evidence for VAT recovery
- VAT and customs duties

3 Non-EC movement of goods – exports

- Conditions
- Failure to meet conditions of export
- Direct and indirect exports
- Retail exports

4 EC movement of goods

- EC sales/despatches
 - Conditions for zero-rating
 - Evidence of despatch
 - Transfer of own goods
 - EC customer collection
- Acquisitions/arrivals
 - Goods acquired from EC suppliers
 - The two-stage procedure

5 Do I need to register overseas?

- Place of supply and distance selling
 - Anti-avoidance measures
 - New means of transport
- Consignment stocks
- Call-off stocks
 - Triangulation
- Acquisitions

6 International services

- Place of supply
- Basic rule
- Land-related services
- Supplied where performed
- Supplied where received
- Services supplied where the customer belongs
- Use and enjoyment provisions
- EC legislation and changes ahead

7 Reclaiming overseas VAT

- Conditions
- Non-reclaimable VAT
- Procedures
- Time limits
- Use of agents

Outsourcing and event management service

Kaplan Hawksmere has over 10 years experience in running outsourced and managed training contracts both in the private and public sectors. Our highly skilled team will work with you to effectively manage your events, conferences and training programmes to maximise delegate numbers and revenue and to deliver significant benefits including:

- Financial returns – possible increased revenues or cost reductions
- Risk reduction
- High delivery standards and customer satisfaction
- Flexibility to work with your own teams or independently
- Greater market exposure
- Low cost, exceptional responsive market research

If you would like any further information on this service please contact **Neil Vincent** on 020 7960 5677 or e-mail neil.vincent@kaplan.co.uk

VAT for accounts payable and purchase ledger

Dates and location

23 November 2010 (London) ■ 35581

26 May 2011 (London) ■ 36330

1 day £649 +VAT

EARLY BOOKING – SAVE £100 if you book and pay before 30 July 2010

BESTSELLER

Why you should attend this course

Efficient VAT recovery is essential to all businesses and staff need to understand the complex web of VAT rules. Getting it wrong can mean penalties, assessments and visits from HMRC.

Benefits of attending

This one-day course will help you

- 1 Understand the basic principles that determine when your business can recover VAT
- 2 Budget accurately for future business expenditure
- 3 Avoid potential pitfalls and inspections
- 4 Avoid penalties and interest
- 5 Spot opportunities

Who should attend?

- Accounts payable staff
- Purchase ledger staff
- Accounts managers and supervisors
- Financial accountants
- Management accountants

Speaker

Michael Steed trained with Coopers & Lybrand (now PWC), passing his ATT exams in 1992 and ATII (now CTA) VAT specialist route in 1994. He gained FTII status in 1995 with his thesis on VAT groups. He gained practical experience of both indirect and direct taxes while working for Coopers.

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His key clients include HMRC, AAH pharmaceuticals, AAT and Grant Thornton

Programme

1 Introduction

- Overview of VAT

2 Who can claim input VAT?

- The 'supply rule'
- Supplies to employees
- Payments by/to third parties

3 The business test

- What is a business purpose?
- Non-business activities and mixed use – the Lennartz principle
- Employee benefits and perks

4 Non-allowable expenses

- Business entertainment
- Cars
- Treatment of sales

5 When to claim VAT

- Basic rule
- Late claims
- Early claims
- Estimations

6 Evidence for input VAT

- What is a VAT invoice?
- Simplified invoices
- Alternative evidence
- Employee expenses
- Imports

7 EC purchases

- Acquisition tax
- The 'reverse charge'

8 Partial exemption

- Identifying when a business can become partially exempt

9 Coping with expenses

- Accommodation, clothing
- Subsistence
- Business gifts
- Mobile/home phones
- Petrol and motoring expenses

10 Bad debt relief

- The rules
- How it works in practice

Very informative and light-hearted way to make VAT fun

Louise Travers, Finance Assistant, Edenbrook Ltd

Very informed and knowledgeable presentation. A complicated topic made accessible

Dawn Spooner, Finance Analyst, Central Office of Information

Sponsorship and exhibition opportunities

If you are looking to meet key finance decision makers then become involved with Croner Training as a sponsor or exhibitor. We offer a full range of promotional opportunities, including a pre-event brand awareness raising programme, on-site promotion and the chance to meet key industry leaders.

For a fully customised package, please contact **Simon Owen** on 020 7960 5663 or e-mail simon.owen@cronertraining.co.uk

Booking form FA Brochure code: 11992
Please provide this number when making your booking

VAT training courses 2010/2011

Please tick the number of tickets you require

Seminar details Please use BLOCK CAPITALS

Amount	Price per ticket	Early booking – book and pay before 30 July 2010
<input type="checkbox"/> 1 ticket	£649 + VAT = £762.58	£549 + VAT = £645.08

Season ticket scheme: 36614 Please use BLOCK CAPITALS

Amount	Price per ticket	Total cost	
<input type="checkbox"/> 2 tickets	£551.65 + VAT	£1103.30 + VAT = £1296.38	saving 15%
<input type="checkbox"/> 3 tickets	£486.75 + VAT	£1460.25 + VAT = £1715.79	saving 25%
<input type="checkbox"/> 4 tickets	£421.85 + VAT	£1687.40 + VAT = £1982.70	saving 35%
<input type="checkbox"/> 5 tickets	£324.50 + VAT	£1622.50 + VAT = £1906.44	saving 50%

Seminar name	Seminar date	Delegate name
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Invoice details Please use BLOCK CAPITALS

NB: Invoice will be sent to the contact and each delegate will receive joining instructions.

Mr/Mrs/Ms/Dr (full name) _____

First name _____

Job title _____

Organisation _____

Address _____

Postcode _____

Telephone _____ Fax _____

E-mail _____

To enable us to confirm your booking as efficiently as possible please supply us with your e-mail address

Training manager: _____

Business type: _____

No. of employees: under 10 11-50 51-100 101-500 501-1000 over 1000

The details you provide will be held on Hawksmere's and Croner's database and will be used to promote other products and services that may be of interest from either Hawksmere Ltd or Wolters Kluwer UK. Occasionally they may be made available to external companies for marketing purposes. If you do not wish to receive promotional material from other organisations, please tick here

Documentation

A limited number of documentation sets will be available to those who cannot attend the event. To avoid disappointment please order prior to the event date. Please note: documentation will not be dispatched until the event has taken place and payment is received.

Please send me _____ set(s) @ £99 per copy (£119 overseas)

Payment details

NB: Payment must be made in Pounds Sterling. Please note that payment is required in advance of the event. Hawksmere reserves the right to refuse admission if payment is not received. If you are sending a purchase order kindly attach a copy of this booking form.

I would like to book _____ space(s). Please charge me £ _____ + VAT = £ _____

Hawksmere to invoice my organisation Cheque drawn on UK bank enclosed (payable to Hawksmere Ltd)


Credit card: Delta/Switch Amex/Visa/Mastercard Purchase Order No: _____

Card number:


Expiry date: Issue Number (Switch): Security code (last 3 digits on reverse of card)


Account name _____ Cardholder's signature _____


5 easy ways to book

 You do not need a credit card to book online: simply visit www.cronertraining.co.uk

 Fax this booking form to us on **0845 120 9612**

 By e-mail quoting your brochure code (above) and the details requested in this form to: services@cronertraining.co.uk

 Send this form to:
**Customer Services
Croner Training
7th Floor, Elizabeth House
York Road, London SE1 7NQ**

 Call Customer Services on **0845 082 1170** (at local rates) quoting your brochure code (above) to book your place if booking by credit card

Are you a Croner publications subscriber?

If so then you are entitled to a 5% discount on the first delegate place you book. Simply enter your 'BP' number* on our online booking form at www.cronertraining.co.uk (this offer applies to online bookings only and cannot be used in conjunction with any other offer). If you are interested in subscribing to any Croner titles and receiving this and other benefits then call 020 8547 3333 for more information.

* If you are unsure of your 'BP' number please call 020 8547 3333.

Fees

The fee for these events covers all written materials, lunch and refreshments. A VAT invoice and joining instructions will be sent to you acknowledging your booking. This includes a full statement of our terms and conditions and a venue location map which may also be found at www.cronertraining.co.uk

Season ticket bookings are valid for one year from date of purchase. Hawksmere Ltd accepts no responsibility for unused season ticket places.

Please contact us if you do not receive this within seven days of booking.

Should delegates have any specific dietary requirements, please inform our customer services team on the number above.

Substitutions/cancellations

Upon receipt of your booking form, your place(s) will be confirmed. Any cancellation/transfer must be received in writing. The appropriate charge will apply based on the cost of your booking:

Transfers

Up to 28 days before the event FREE
27-14 days before the event 10%+VAT
Less than 14 days before the event 100%+VAT

Please note a delegate can only transfer from the same event twice within 12 months of the original booking. A transfer can only take place once payment has been received.

Cancellations

Up to 28 days before the event 10%+VAT
Less than 28 days before the event 100%+VAT

A substitute delegate can be named at any time before the programme begins without charge.

Multiple booking discounts

The multiple booking discount only applies to delegates booked at the same time.

Discounts*

Unless otherwise stated, only one discount can be claimed at a time: we will automatically give you the highest value of any discounts for which you are eligible.

Important note

This booking form constitutes a legally binding contract. It may be necessary for reasons beyond the control of Hawksmere Ltd to change the content and timing of the programme, the speakers, the date or the venue. In the unlikely event of the programme being cancelled, Hawksmere will automatically make a full refund but disclaim any further liability.

Croner Training events are managed on behalf of Wolters Kluwer UK by Hawksmere Ltd.

Hawksmere Ltd • Registered in England No 4867906
Cannon Street, London, EC4N 6EU
VAT No 830 4207 67

Any questions?

Contact Customer Services on **0845 082 1170** (at local rates)