



## Financial Quotient: Not everything that counts can be counted, and not everything that can be counted counts!

Programme Code: S090916S

<b>Speaker</b>	<b>Dr. Sidney Sze</b> , CEO, Midland Financial Group  Dr. Sze is the Founder President of the Society of Registered Financial Planners & the Founder Chairman of Independent Financial Advisors Association Limited. He is a member of the CPD Advisory Panel of the Institute. His latest books include: 《全方位親子理財手冊》、《前藝·錢藝 為投資者把脈》、《擦亮投資眼》、《走出創富的迷思》、《財務策劃師專業考試 Q&A》 and Q& A for Financial Planning Professional Examinations 2008.
<b>Date</b>	Wednesday, 16 September 2009
<b>Time</b>	6:30 p.m. – 8:00 p.m.
<b>Venue</b>	Hong Kong Institute of CPAs Training Centre, 27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong
<b>Enrolment fee</b>	HK\$190 for HKICPA member or student; and IA/HKIAAT's member or student HK\$180 for online enrolment HK\$330 for non-member
<b>Language</b>	English
<b>Format</b>	Seminar
<b>Subject / Level</b>	Management and Leadership Skills / General - for delegates who do not have prior knowledge of the subject area
<b>Target Audience</b>	CPAs interested in behavioral finance and behavioral economics and their implications.
<b>CPD credit</b>	1.5 hours

### About the programme

Financial Quotient stems from the related sciences entitled "Behavioral Finance" and "Behavioral Economics", which apply scientific research on human and social, cognitive and emotional factors to better understand economic decisions of people and how they affect the commercial and financial markets, and the allocation of resources.

The speaker will tell us how Financial Quotient affects management and leaders in their decision making under uncertainty.