

**Event:** Attracting and Retaining Talent for SMEs  
**Speakers:** Marie Flynn, Mairead Harbron and Sarah Kirwan, PwC  
**Date:** 12 February 2020  
**Time:** 09.30 – 12.30  
**CPD:** 3 hours  
**Location:** Dublin venue tbc & online  
**Price:** €135 (or €250 for both Seminars on 12 Feb)  
**Online Price:** €115 (or €200 for both Seminars on 12 Feb)

Time	Topic	Speakers
09.15 – 09.30	Registration	
09.30 – 10.45	<ul style="list-style-type: none"> <li>- Why would a company implement an incentive plan?</li> <li>- Options?               <ul style="list-style-type: none"> <li>o KEEP</li> <li>o Unapproved options</li> <li>o Restricted shares</li> <li>o Forfeitable shares</li> <li>o Sweet equity</li> <li>o Growth or hurdle shares</li> </ul> </li> </ul>	
10.45 – 11.00	Tea/Coffee Break	
11.00 – 12.10	<ul style="list-style-type: none"> <li>- Tips and traps:               <ul style="list-style-type: none"> <li>o Valuations - minority discount</li> <li>o Anti-avoidance provisions</li> <li>o Exits</li> <li>o International considerations</li> </ul> </li> </ul>	
12.10 – 12.30	Q&A	

### Speakers

**Marie Flynn** is a tax director in the private client team of PwC Dublin with over twenty years' experience in UK and Irish taxation, both in practice and with HMRC in the UK. She specialises primarily in advising management teams on all aspects of share incentivisation (including share valuations) and high net worth individuals/families and partnerships on a variety of planning/structuring projects.

Marie is a member of both the Irish and UK Institutes of Tax and has written articles and presented in Ireland and the UK on a variety of topics including management incentivisation, tax issues for non-domiciled individuals, professional partnerships, real estate etc.

Marie is a member of the PwC European Management Shareholder Network and the PwC International Private Wealth Network. Marie is also an active council member of the Irish Pro-Share Association.

**Mairead Harbron** is an experienced tax advisor with over 11 years' experience within PwC's Private Client Department. She specialises in advising high net worth individuals, owner-managed businesses and partnerships in relation to personal tax matters, succession planning, structuring ownership of investments and property transactions. She also has significant experience in advising companies on management incentivisation and retention of key employees. Mairead is a Chartered Tax Adviser (CTA) and Chartered Accountant (ACA). She is a member of the PwC European Management Shareholder Network and the PwC International Private Wealth Network.

**Sarah Kirwan** is a senior manager in PwC's Private Client Team with over eight years' experience in Irish taxation. Sarah is a Chartered Tax Adviser (CTA) and specialises primarily in advising high net worth individuals across a number of tax heads. Sarah has a particular focus on the management incentivisation area for key employees/senior management for both owner managed business and large corporates. Sarah is a member of the PwC European Management Share Network and has vast experience in the area of incentivising key employee/senior management in a number of locations across the globe.