

In Search of High Quality Financial Reporting Narratives
Concepts, Research Methods, and Evidence

The Work Foundation
21 Palmer Street, London

1 July 2019

Programme

10.00 – 10.30 Welcome & refreshments

Annual report quality

10.30 – 11.15 Practitioner views on high quality annual reports (Sallie Pilot, Chief Insight and Engagement Officer [Black Sun](#))

11.15 – 12.00 Academic paper: *The properties of high quality annual reporting: A corpus linguistics analysis* (J. Munro & S. Young)

12.00 – 12.45 Research methods 1: Primer on corpus linguistics (Dr Vaclav Brezina, [ESRC Centre for Corpus Approaches to Social Science](#))

Lunch & demo of annual report research resources

Panel session: Perspectives on narrative reporting quality

13.45 – 14.45 Regulator (Phil Fitz-Gerald, Financial Reporting Council)

Profession (Mark O'Sullivan, Head of Corporate Reporting, PwC)

Academic (Prof Steven Young, Lancaster University Management School)

Q&A

Scoring management performance commentary

14.45 – 15.30 Academic paper: *Performance sentence classification* (M. El-Haj et al.)

15.30 – 16.15 Research methods 2: Primer on machine learning (Dr Eddie Bell, Head of Machine Learning, [Ravelin](#))

16.15 Refreshments & close