

Exclusive to Accounting Professionals

GROWTH & TECHNOLOGY

LEADERSHIP
CONFERENCE
2012



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Tuesday 3rd April - Thursday 5th April 2012

Peppers Blue on Blue Resort | Nelly Bay, Magnetic Island (Great Barrier Reef)

KEYNOTE PRESENTERS



- > Tom O'Toole - The Beechworth Baker
- > Ed Chan - Chan & Naylor
- > Rod Dury - Xero
- > Timothy Munro - Change Accountants



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“Attending the GPL Network Leadership conference far exceeded my expectations. It made me consider aspects of the business in a new light. The strategic input provided by GPL has allowed me to take back a large amount of ideas to implement into our business. The networking aspect was fantastic as I was able to discuss challenges and swap ideas with other people in similar roles with varying experience. I am looking forward to seeing the business grow as a result of what we experienced at the conference and will look forward to attending in 2012.”

Kelli Willmer, Business Manager, Fern Financial Services, SA



YOUR INVITATION

Join the GPL team and leading accounting professionals at a two-day GROWTH and TECHNOLOGY CONFERENCE at Leadership2012. Commence with drinks on the beach on Tuesday evening to network with like-minded peers, then join us for two days with some of Australasia's leading keynote speakers and GPL's coaches and consultants.

- ➔ Don't come alone; bring new partners or leaders of your accounting firm, together with practice managers and old partners that need to re-model their thinking as we ride the new technology wave.
- ➔ Work on a plan to develop your people through greater leadership.
- ➔ Create a communication plan to grow with your customers.
- ➔ Develop new strategic initiatives.
- ➔ Consider what other firms are doing in the 'Cloud' to generate outstanding results.
- ➔ Re-engineer your thinking to create more fun in your accounting firm for a greater work/life balance.

KEYNOTE PRESENTERS



Tom O'Toole – The Beechworth Baker

Empower your staff, managers, co-workers, clients and associates to drive their own success. Enable them to learn and apply the tools and techniques that put them in the driver's seat, and guess what happens? Their success contributes to your success – Massively! From a poorly performing regional bakery, Tom has built his business into one of Australia's greatest success stories with an annual turnover of \$4.0m, and 70 full and part time employees. Tom O'Toole's business model is being emulated around the world, and is a winner of national and state Marketing & Business Awards.



Ed Chan – Founder & Non-Executive Chairman, Chan & Naylor

Create a business that works, so you don't have to work in it! Learn how implementing a corporate model took a \$200k turnover firm to over \$12m from someone who has been there and done it themselves. A qualified accountant with over 31 years experience, Ed Chan co-founded Chan & Naylor in 1990 from a home office and, by focusing on developing his team and refining the corporate model, has since grown it into one of the top accounting firms in Australia. Ed has been a regular presenter of 'Best Practice' seminars with The ICA and NIA as well as co-authoring four best-selling books.



Rod Drury – CEO & Founder of Xero

Get a unique snapshot of how our accounting industry is moving to the cloud and how you can use technology to revolutionise your business from someone at the cutting edge. Rod Drury is CEO and founder of NZX-listed Xero, and one of Australasia's leading technology entrepreneurs. Rod is a member of the New Zealand Hi-Tech Hall of Fame, NZ Hi-Tech Entrepreneur of the Year in 2006 and 2007, World Class New Zealander for ICT in 2008 and an Honorary Fellow of the NZ Computer Society.



Timothy Munro - Director & Founder of Change Accountants & Advisors and CountGPS

CHANGE was founded in 2011 by Director & CEO, Timothy Munro. Borne out of a highly successful firm Tim co-founded over 20 year ago, Tim and his team have been advising clients for over 21 years. So why did Tim start CHANGE Tim's vision is that an accounting firm should be to their clients so much than "we just do your tax". Tim is passionate about bringing about positive change in clients' lives, through ensuring all clients are offered advice across all aspects of their financial affairs.

CONFERENCE PROGRAM



Tuesday 3 April 2012 | REGISTRATION WELCOME DRINKS

Wednesday 4 April 2012 | DAY 1 | GROWTH SUMMIT

- Transform your company with a successful strategic vision
- Keynote address | Tom O'Toole: The Beechworth Baker
- Empower & inspire your team to drive their own success, as well as yours
- Keynote address | Ed Chan: Founder, Chan & Naylor
- Growing a great accounting firm; is your model right?
- Explore value-based accounting; from philosophy to implementation
- Work through strategy mapping and goals for 2012/13

Thursday 5 April 2012 | DAY 2 | TECHNOLOGY SUMMIT

- Improve your company using tomorrow's technology
- Keynote address | Rod Drury: CEO and Founder of Xero
- Assess software, cloud computing and how to get the most for your firm
- Learn what other firms are doing; what's working & what isn't
- Keynote address | Timothy Munro: Director & Founder, Change Accountants & Advisors and CountGPS
- Increase core effectiveness through advanced practice management
- Develop your marketing position for the future with social media
- Lay down your 90-day plan to hit the ground running when you return

GROW AND LEARN FROM OUR EXPERIENCE

The GPL team comprises of more than 35 years experience working one-on-one with accounting firms throughout the world.

Hundreds of accounting firms have benefited from our unique style and process to deliver results to ensure the critical aspects of your company Vision, Financial, Customers, Process and People are mapped out with an implementation plan.

GPL's leader Paul Jansz will host the two days and three nights and will deliver a truly outstanding experience with keynote industry speakers.

THE VENUE

Set in tropical landscaped surrounds with beautiful marina and mountain views, Peppers Blue on Blue, redefines the essence of island holidays on Queensland's magical Magnetic Island.

Peppers Blue on Blue Resort is positioned on the water's edge in the heart of a new waterfront precinct, which includes its own marina for guests to soak up a supremely nautical atmosphere. The resort is a 25 minute ferry ride from Townsville, with accommodation a leisurely stroll from the Magnetic Island ferry terminal.

Accommodation includes contemporary yet timelessly designed guest rooms, including resort style suites and one, two and three-bedroom apartments from \$170 a night (breakfast included).

SPONSORS

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REGISTRATION

PLEASE FAX YOUR COMPLETED FORM TO 07 5588 5122

LEADERSHIP OFFER | Book and pay before 22 December | \$1,800 PER TICKET

Regular ticket price \$2,500. All prices include GST. Please see our website www.gplnetwork.com for terms and conditions.

GROUP DISCOUNT: Contact us for the purchase of more than 3 tickets.

I would like to book _____ tickets for the 2012 GROWTH and TECHNOLOGY LEADERSHIP CONFERENCE.

Company Name: _____ Phone: _____

Address: _____ State: _____ Postcode: _____

NAME

1. Key contact: _____
2. _____
3. _____
4. _____
5. _____
6. _____

EMAIL ADDRESS

1. _____
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5. _____
6. _____



PAYMENT DETAILS

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