

### CONFERENCE PROGRAM

#### REGISTRATION WELCOME DRINKS

Tuesday 3 April

#### Day 1 GROWTH Summit – Wednesday 4 April

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| 8.30am  | Official welcome   |
| 9.00am  | Keynote speaker<br>Tom O'Toole<br>Australia's most entertaining and motivating speaker.                      |
| 10.30am | Break  |
| 10.50am | Keynote speaker<br>Ed Chan<br>Building a GREAT accounting firm, build a GREAT people model                   |
| 12.50pm | Lunch  |
| 1.40pm  | Roll out your DUTY OF CARE client plan, increasing the average fee of your top 100 clients                   |
| 2.20pm  | Automate your sales process, client & prospect management, diagnostics, benchmarking and measurement process |
| 3.00pm  | Break  |
| 3.20pm  | Time Management for leaders  |
| 4.15pm  | Strategy Action Plan - Day 1   |
| 4.30pm  | Day 1 concludes  |
| 6.30pm  | Drinks and drinks  |

## Day 2 TECHNOLOGY Summit – Thursday 5 April

8.30am	Official welcome
9.00am	Keynote speaker Rod Drury Australasia's CEO and Founder of NZX-listed Xero
11.00am	Break
11.20am	Guest speaker Tim Munro Bringing the best of the best together - CLOUD PLAN - Increased core effectiveness and profits through practice management
12.30pm	Lunch
1.30pm	Guest Speaker Server based platforms into 2012 – manage what you can measure
2.30pm	What's your IT plan? What should it look like...
3.00pm	Break
3.25pm	Marketing for greater leads – Social Media, where to next? Reset your strategy for FaceBook, G+, Twitter, Youtube and LinkedIn
4.30pm	Strategy Action Plan - Day 1
5.00pm	Day 2 concludes
6.30pm	Drinks and dinner