

## The Practice Development Conference

<b>CPD code</b>	PRDC
<b>CPD allocation</b>	14 Hours
<b>Fee</b>	€350 (or 12 OmniPro CPD Club points)
<b>Time</b>	Friday 25 November: Registration 08:30, start 09:00, finish 17:30 Saturday 26 November: Registration 09:00, start 09:20, finish 15:30

**Venues & Dates:**

Dublin	25 November	Crowne Plaza Hotel, Blanchardstown
Dublin	26 November	Crowne Plaza Hotel, Blanchardstown

**Our Top Ten Reasons to Attend**

1. Receive practical tips and tools for immediate implementation in your practice
2. Gain access to expert speakers with vast practice management knowledge & experience
3. Implement structures that allow you to bill more of the work that you do and collect everything you bill
4. Identify new ways to drive efficiency & profitability in your practice
5. Gain insights into how your peers have dealt with issues in their practice and share your own experiences
6. Identify strategies to ensure the future success of your practice
7. Keep abreast of emerging trends that will impact your practice
8. Acquire essential tax and compliance updates
9. Understand the latest trends in IT that are impacting the Accountancy world
10. Learn how to profit from the implementation of the latest IT trends

Book and pay for the Practice Development Conference and be entered in a draw for an iPad 2. The Draw will take place in event on Saturday 26/11/2011

**The Practice Development Conference - Day 1****The Economic Outlook for 2012**

» Dr. Constantin Gurdgiev

**The Compliance and Regulation Landscape – a Look Ahead**

- » Ian Drennan, Irish Auditing and Accounting Supervisory Authority  
 » Kevin Prendergast, Office of the Director of Corporate Enforcement  
 » Seamus O’Cathasaigh, Principal Officer, Revenue Commissioners

**Improving your Billing and Collections**

» Mark Lloydbottom - Mark Lloydbottom Consulting

**Acquire, Merge, Exit**

» Ken McManus - The Institute of Chartered Accountants of Scotland

**Lunch 13:00 - 14:00****Parallel Stream 1****The Lessons Learned Through the Boom and the Bust of Accountancy Practices**

» Des O’Neill - OmniPro

**Parallel Stream 2****How to Grow Your Practice, Maximise Profits and Sail into the Sunset Fully Loaded**

» Mark Lloydbottom - Mark Lloydbottom Consulting

**Parallel Stream 3****Steering your Practice Strategically**

» Ken McManus - The Institute of Chartered Accountants of Scotland

**Implementing a Practice Dashboard for Efficient Monitoring of Practice Progress**

» Des O’Neill - OmniPro

**Outstanding Client Service – How our Services Need to Change in Tough Economic Times**

» Mark Lloydbottom - Mark Lloydbottom Consulting

**Streamlining Practice Processes for Profitability**

» Ken McManus - The Institute of Chartered Accountants of Scotland

**30 Ideas in 30 Minutes**

» Des O’Neill & Mark Lloydbottom

**Ends 17:30**

## Practice Development Conference - Day 2

## The Future of IT for Accountants

» Joe Drumgoole - FeedHenry

## Parallel Stream 1 - Technical

## Parallel Stream 2 - IT in Your Practice

## Driving Efficiencies in Your Audit Department

» Des O'Neill - OmniPro

## Using the Internet to Achieve Your Practice Goals

» Keith Bohanna

## The Impact of the Introduction of FRSME on Your Practice

» Garret Wynne - OmniPro

## Working with Clients Online - A Case Study

» Ian Lucey - Lucey Technology

## Company Law – reporting offences in practical terms

» Conor Sweeney - OmniPro

## Protecting your Practice's Most Valuable Asset - Information

» John Ryan - Zinopy

## Would your Practice pass a Quality Assurance visit?

» Michelle Kane - OmniPro

## Making Cloud Computing Work for You

» Caitriona Lynch - C Infinity

Ends 15:30

## Facilitators

**Keith Bohanna**

Keith originally qualified as a Chartered Accountant with KPMG in 1988 and then gained experience at senior management level with a number of SME's.

Since 1999 he has been actively involved in the internet space in Ireland and he has worked with clients ranging from Enterprise Board clients to FMCG brands to organisations such as Enterprise Ireland to help them develop relevant internet use internally and externally.

He is a board member of the Irish Internet Association and a founder of the Dublin Bizcamp series of conferences.

**Ian Drennan, IAASA**

Ian Drennan is Chief Executive of the Irish Auditing and Accounting Supervisory Authority

**Joe Drumgoole, FeedHenry**

Joe is Vice-President of Solutions at FeedHenry. He is a product development expert with over 20 years experience in the field. Joe is a regular guest contributor to the George Hook Show on Newstalk radio.

**Dr. Constantin Gurdgiev**

Dr. Constantin Gurdgiev is the Head of Research for St. Columbanus AG, and the Adjunct Lecturer in Finance with Trinity College, Dublin. He currently serves as the Chairman of Ireland Russia Business Association, and holds non-executive appointments on the Investment Committees of GoldCore, Ltd (Ireland) and Heinz Global Asset Management, LLC (US).

He also lectures in the Smurfit School of Management, University College Dublin and serves as a Visiting Professor of Finance with the Russian State University for Humanities. Dr Gurdgiev is research-active in macroeconomics and finance, as well as economic policy analysis.

**Michelle Kane, OmniPro**

Michelle joined OmniPro at the beginning of 2010 having spent over 19 years within the Practice Regulation Directorate of the Institute of Chartered Accountants in Ireland and subsequently within the Chartered Accountants Regulatory Board as part of the management team, as the Head of Committees and Casework, the Head of Quality Assurance and as the MLRO. She specialises in assisting firms and practitioners going through regulatory and/or disciplinary committee process, the interpretation of rules and regulations, with the general compliance issues faced by firms and practitioners in today's environment and also undertakes Client Money and Investment Business Compliance Reviews.

**Mark Lloydbottom, Mark Lloydbottom Consulting**

Mark specialises in planning and strategy in the area of firm marketing and management. His management programmes are based on over 30 years experience partly as an accountant and also as a consultant. He has worked with professional service firms in seven foreign countries and has lectured throughout Europe and North America. Mark was a practitioner for 20 years starting his own practice in Bristol in 1978. He is the founder of the Association of British Independent Accounting Firms, Practice Track and PracticeWEB and he has also served on various committees with the Institute of Chartered Accountants including the 2005 Working Party. Mark has worked closely with leading firms in the US including Practice Development Institute based in Chicago, BizActions based in Maryland, AccountingWEB in Indianapolis and Faust Management Corporation in San Diego.

**Ian Lucey, Lucey Technologies**

Ian is company founder and CEO of Lucey Technology and has 10 years experience providing software solutions to accountants and lawyers in the Irish & UK markets. Throughout his career Ian has gained huge experience and understanding of the application of technical software solutions to practical business situations. Ian is a graduate of the Irish Management Institute in Business and Accounting.

**Caitriona Lynch, C Infinity**

Caitriona is a Chartered Accountant who has spent over fifteen years in practice and industry, in a variety of domestic and multinational companies. Caitriona has worked for over a decade in business process and IT system design and implementation.

**Ken McManus, The Institute of Chartered Accountants of Scotland**

Ken is currently Assistant Director of Members Services at the Institute of Chartered Accountants of Scotland where he specialises in providing a range of practice management advice to CA Firms.

He spent over 25 years in practice in Glasgow before joining ICAS in 1996. He advises firms on efficiency, profitability, strategic development, succession and marketing.

A regular speaker on practice management issues, Ken has presented regularly on ICAS events and for other professional bodies in the UK and internationally.

**Seamus O’Cathasaigh**

Séamas Ó Cathasaigh is a Principal Officer in the Office of the Revenue Commissioners with responsibility for compliance policy. He is a member of the TALC Sub-Committee on Revenue Audits since 2005 and served as Chairman of the Sub-Committee in 2010. He was responsible for the publication of the Code of Practice for Revenue Audit in September 2010. He previously served as District Manager in Dublin City Centre District.

**Des O’Neill, OmniPro**

Des co-founded OmniPro in 2005 and has been involved in all aspects of the company’s establishment and growth to its current status. He speaks extensively on the subjects of Auditing, Accounting, Practice Development and Strategic Planning, nationally and internationally. He is a member of the Auditing Practices Board SME Audit Sub Committee. Des works with Irish and international practices on technical, regulatory and strategic issues and his current roles within the OmniPro group include managing Director at OmniPro, editor at AccountingNet.ie and developer and innovator for the Accountants Resource Centre. He is a regular contributor to the profession through a combination of seminars, publications, articles, tools and new processes.

**Kevin Prendergast, ODCE**

Kevin Prendergast is Corporate Compliance Manager in the Office of the Director of Corporate Enforcement (ODCE). He is responsible for their education and outreach programmes, as well as producing information and guidance on changes and developments in company law.

He is a Fellow of Chartered Accountants Ireland, and has a Commerce Degree and a Masters in Accounting from University College Dublin.

**John Ryan, Zinopy**

John Ryan is CEO of Zinopy Security, which he co-founded in 2010. John has over 20 years’ experience in the IT industry gained in high profile roles in the IT Security market with Entropy and in Software Development with Expert Edge. He has breadth of technical experience in all areas of networking and security, with a particular focus on data security. John is a regular speaker at industry events.

**Conor Sweeney, OmniPro**

Conor trained as a Chartered Secretary in the Corporate Legal Advisory department of KPMG, where he gained extensive experience in annual compliance, share registration, corporate re-organisations, company cessations and restorations as he served a large portfolio of clients. He established the Company Secretarial and Company Formation Department in OmniPro where he and his team specialise in providing company law and company secretarial advice to Accountants and Solicitors, Business Advisors and private clients. He is a council member of the Republic of Ireland region of the Institute of Chartered Secretaries and Administrators (ICSA).

**Garret Wynne**

Garret has recently joined OmniPro in July 2011 and is an Executive in our Practice Support Team. Garret trained as a Chartered Accountant with PricewaterhouseCoopers and subsequently held senior positions with Moore Stephens Caplin Meehan and FGS.

During his practice career he gained extensive experience of auditing small to large entities in compliance with both Irish GAAP and IFRS. More recently, he has worked as a Quality Reviewer with the Chartered Accountants Regulatory Board (CARB), conducting monitoring visits and special investigations on behalf of the Board.

He is a past member of the Audit and Assurance Committee of Chartered Accountants Ireland.

## Defining Edge Practice Management Strategies

<b>CPD Code</b>	DEPM
<b>CPD Allocation</b>	8 Hours
<b>Fee</b>	€200.00 (or 8 OmniPro CPD Club Points)
<b>Time</b>	Registration from 09:00, commence 09:15, finish 17:30

**Venues & Dates:**

Dublin	20 December	Radisson Blu, Royal Hotel
Cork	21 December	Radisson Blu, Little Island

**Objectives**

To provide a dynamic overview of what a practice needs to do to improve and develop. This course looks in depth at all the major aspects of developing a profitable practice. What makes a difference to the top and bottom lines? How can you grow the bottom line in a challenging economy? How can you improve performance? This course looks at all the key aspects of firm management and explores strategies that have been proven to work in really successful and profitable practices.

Learn also from Ritz Carlton, Legal Seafoods, a Beauty Queen and other friends Mark will introduce along the journey of this one day coaching programme.

**Who should attend?**

This course is intended for firm owners who want to see the firm doing better and those who are in line for becoming a firm owner. Managers will also find much of the content of high value. Please don't attend just to collect CPD points!

**Contents:****Defining Edge**

- Our accounting firm model – how you can increase profitability
- Your personal development plan – the challenge and opportunity
- Delivering outstanding client service pays – turn your clients into powerful advocates
- Meeting your clients face-to-face
- Leveraging client meetings
- Powering up your client planning meetings
- Enhancing the value of what you deliver
- The iceberg and rear view mirrors models
- Why quality doesn't cost – it pays big dividends
- Bill what you are worth and collect what you bill
- Billing myths – don't get caught out
- Agreeing the fee with the client
- Improve utilisation - time on can increase
- Increase realisation or reduce and still increase profits!
- 10 ways to improve billing
- How to minimise write downs - a powerful case study
- How guerrilla billing reduces lock up
- The 85% rule
- Marketing – what to make sure you do
- How to build your relationships and the firm's reputation
- Core marketing strategies

**Message from Mark Lloydbottom**

Come and join me – you will be amazed and leave challenged and yet determined to improve. You can and you will

**Your Coaches****Mark Lloydbottom**

Your coach is Mark Lloydbottom. Mark is an international management consultant to accountants. He is the founder of a number of leading edge companies in the UK that have delivered management and marketing services to accountants for over 25 years. Mark is acknowledged as having an in depth understanding of what it takes to improve firm management and results. This is a highly rated leading edge seminar that will keep you captivated from beginning to end. You will return to your office inspired and determined to introduce new ideas and well tried and tested management strategies.

**Micheal O'Neill - OmniPro**

Micheal combines his expertise and knowledge of marketing & business development with an engaging speaking style to deliver seminars which cut right to the core of the topic matter giving practical and instantly implementable processes for personal, practice & organisational improvement. Having developed OmniPro to serve the needs of the Accounting Community, Micheal understands the unique challenges faced by Accountants, he combines this with the latest marketing theory & practices to deliver events that reflect the realities which Accountants face on a day to day basis.

**Social Media & Digital Marketing for Accountants**

- Cut the bull. Social Media & Digital Marketing essentials for Accountants
- Driving Practice growth digitally