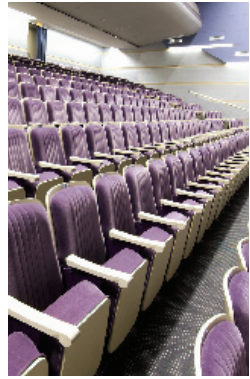




2020 ASIA PACIFIC ANNUAL CONFERENCE



So You Want to Develop a Business Advisory Specialisation in Your Firm?

Come and work with our experienced business advisory team and see how you can start or enhance your own firm's business advisory service

See these tools demonstrated - Profit Optimiser, Bstar, ESS BIZTOOLS and MAUS

Work through the practice & SME case study to see how it is done. Listen to how 3 practitioners did it in their firms

9-11

FEBRUARY
2011

JUPITERS GOLD COAST, QUEENSLAND, AUSTRALIA

I have trained thousands of accountants around the world in how to use these tools. You can do this too.

Mark Holton

JOIN US FOR THE 2020 ASIA PACIFIC CONFERENCE

Come and work with our experienced business advisory team and see how you can start or enhance your own firm's business advisory service

I have been delivering Business Advisory services to SME's for 35 years - this is the simplest way for accountants experienced in financial matters to evolve a BA specialisation I have seen.

Andrew Geddes



SPECIAL GUEST:
MARK GIBSON
Chairman, PGA

Mark Gibson is as passionate about teaching golf as he is about playing the game, so much so that he has won the prestigious award of Queensland and Australian PGA Teacher of the Year not just once but twice – in 1999 and 2002. Of the more than 1200 PGA members in Australia, only two others are so well qualified. He joined the PGA and turned professional in 1980, later becoming an AAA Professional and is a Master Club Fitter. Mark has been the chosen professional of more than six Queensland golf clubs and can coach golf in Japanese.



CONFERENCE SPEAKERS:

1. MARK HOLTON

CEO, 2020 Asia Pacific

Mark Holton has more than 30 years experience as an Accountant and Tax Agent in practice. He is also a respected consultant in taxation and business management, in particular value added services implementation and administration using MYOB ProfitOptimiser.

2. ANDREW GEDDES

Director, FMRC Smithink

Andrew has a reputation of being Australia's most experienced and pragmatic practice development coach specialising in accounting and design professional firms.

3. DAVID SMITH

Director, FMRC Smithink

David is Australia's most experienced specialist independent IT and process consultant having over 30 years involvement with accounting businesses.

4. JOSS MILNER

Director, 2020 Asia Pacific

Joss is a Chartered Accountant who has been working very closely with the accounting profession for the past 20 years. Joss was a co-founder & director of Inmatrix, where he designed and developed the highly successful Optimist/MYOB Profit Optimiser product. Joss is currently CEO of Secure Returns – providing client portals to the accounting profession.

5. JOHN KELLY

Sales Director, 2020 Asia Pacific

John has an extensive background in Sales and General Management and has been working with the Accounting industry since the days of Hartley Computers in the early 80's. Recently John spent over 9 years with Solution 6 and MYOB in a variety of State and National roles.

6. STEVE MCINTYRE-SMITH

MFA Group Canada

Steve is a member of the faculty of the Institute of Chartered Accountants of Ontario, and many other provincial CA Institutes, as he teaches PD courses for them from coast to coast, a member of Mensa (the high IQ society) and the Institute of Direct Marketing. He is also an award-winning marketer for accounting firms, a sought-after public speaker and the author of several best-selling eBooks for public accounting firms.



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PROGRAMME



WEDNESDAY 9 FEBRUARY

6.00pm Andrew Geddes
Welcome Address Covering New Service Offerings

6.30pm Mark Holton
Introduction to Conference Business Advisory Case Study

7.00pm
Conference Opening Dinner

THURSDAY 10 FEBRUARY

9.00am Mark Holton
The Best Practice Business Advisory Toolkit & Process

10.00am David Smith & Andrew Geddes
Preparing Your Firm to Succeed with Business Advisory Services - Lessons from FMRC Smithink Firms

11.00am Morning Tea

11.15am Andrew Geddes
How to Unlock Your Clients Business Advisory Needs

12.15pm Grant Bloxham, Bstar
Creating a "Disturbance" In Your Client's Mind - Business Valuations to Create the Desire for Clients to Improve Their Business Performance

1.00pm Lunch

2.00pm Mark Holton
Revealing to Clients the Key Drivers That Will Improve Their Financial Performance With ProfitOptimiser

3.30pm John Kelly
How to Get the Best Out of your 2020AP Membership

4.00pm Afternoon tea

4.15pm Joss Milner
How to Partner with the Banks to Enhance Your Business Advisory Services

5.00pm Mark Holton & David Smith
Open Forum with the Presenters

5.30pm Day closure

7.00pm Conference Dinner with Mark Gibson
Awarded Golf Coach and Chairman of the Professional Golfers Association of Australia will speak on the synergies between sport and business

FRIDAY 11 FEBRUARY

9.00am Peter Hickey, MAUS & Peter Towers, ESS BIZTOOLS
Tools to Use in Helping Clients Implement Actions

10.00am Mark Holton & David Smith
How You Can Keep Your Client on Track - Simple Business Coaching for Success

11.00am Morning tea

11.15am Steve McIntyre-Smith, MFA Group Canada
International Perspectives on Business Advisory Service Delivery

1.00pm Lunch

2.00pm Andrew Geddes & David Smith
Growing Your Business Advisory Specialisation Profitably Via Contemporary Job Scoping, Pricing & Proposal Writing

3.00pm Andrew Geddes with Robert Drum
Practitioner Under the Microscope 1: How I Moved From Compliance Dominance to Business Advisory Specialisation

3.45pm Afternoon Tea

4.00pm Andrew Geddes with Trevor Marchant
Practitioner Under the Microscope 2: Training in Sales Skills for SME Clients

4.30pm Andrew Geddes with Peter Fehon
Practitioner under the Microscope 3: How I Created a Boutique Business Advisory Practice of Handpicked Clients

5.00pm Mark Holton & David Smith
Open Forum with the Presenters

5.30pm All Presenters
Conference close



I have worked with hundreds of Aussie firms in the last few years getting on top of compliance production so principals can deliver specialised Business Advisory services to their SME's. I can show you how to do this.
David Smith

REGISTRATION

Ticket type	Earlybird (before 12 December 2010)	Earlybird (subsequent delegates)	No. of delegates	Subtotal
2020 Asia Pacific Members	\$1,495 first delegate	\$995 subsequent delegates		
Non member	\$1,995 first delegate	\$1,495 subsequent delegates		
TOTAL:				
Ticket type	Standard (after 12 December 2010)	Standard (subsequent delegates)	No of delegates	Subtotal
2020 Asia Pacific Members	\$1,995 first delegate	\$1,495 subsequent delegates		
Non member	\$2,495 first delegate	\$1,995 subsequent delegates		
TOTAL:				

I'd like to book place(s) at the 2020 Asia Pacific Conference:

1. Key Contact:..... Email:.....
 2..... Email:.....
 3..... Email:.....
 4..... Email:.....
 5..... Email:.....
 6..... Email:.....
 Business Name:..... Address:.....
 Postcode:.....
 Phone:..... Fax:.....
 A cheque for \$.....is included, made payable to FMRC Smithink Pty Ltd.
 Please charge my credit card \$..... Mastercard Visa American Express
 _____ / _____ / _____ / _____ Expiry Date:..... CVN:

Name on card:..... Signature:.....
 Register online at www.fmrcsmithink.com; fax this slip to +61 (0) 2 9475 0692; or post to "FMRC Smithink".

Venue: Jupiters Gold Coast

Set amid one of the longest strips of pristine beach in the world and surrounded by lush hinterland ranges, Jupiters Hotel and Casino, on the Gold Coast, is the ideal location for one of Australia's best hotels. Jupiters Gold Coast boasts a variety of accommodation options with 593 superbly appointed guest rooms, including 29 suites and two penthouses with private balconies or sun terraces.

When booking state you are attending the 2020 Asia Pacific Conference to ensure you get our special conference rate.

Address: Broadbeach Island, Gold Coast
Phone: +61 7 5592 8130 or 1800 074 344
Web: www.jupitersgoldcoast.com.au



2020 Asia Pacific Pty Ltd PO Box 722 Terrigal NSW 2260 ABN: 44 133 641 415

P: +61 1300 796 647
 F: +61 1300 796 649
 E: admin@2020asiapacific.com
 W: www.2020asiapacific.com