

The 2020 Membership Group for Accountants

Information Pack and Application Form

The leading membership organisation helping progressive accountants and tax professionals throughout Europe, North America, Africa and Australasia.



Strategy, management and marketing support
for accounting and tax professionals



“The 2020 Group is the leading organisation for the profession, I find it’s always relevant, strong on communication and cares for its Members’ concerns. In the difficult current market conditions it often provides the good news we need to hear.”

Trevor Dempsey, Gregory Priestly & Stewart

The 2020 Membership Group for Accountants

Do you need Marketing Resources?

2020 Membership includes hundreds of marketing tools, letters, brochures, website and newsletter content and other innovative marketing collateral. Some of the highlights can be found opposite. For a full list of the benefits of 2020 Membership, please visit www.the2020group.com/benefits

“The Group continues to impress me every day. I have received my membership, packed with just the information I need for progressing my practice.....comprehensive, useful and essential.”

Edit Gardner, T M Professional Limited

Do you need some motivation?

We all need guidance and a helping hand from time to time. 2020 Members enjoy:

2020 Practice Management Workshops

Premier Members receive FREE attendance at these regional Workshops. Topics are varied and wide ranging and take place at numerous locations around the UK and Ireland. The number of free places per Workshop depends on the number of partners/directors in your practice.

Webinars

Members are invited to listen to our regular FREE Webinars on a variety of innovative and new developments that affect the accounting profession. For the full webinar programme, visit www.the2020group.com/webinars

Tools

Members have access to literally hundreds of useful templates, spreadsheets, forms, letters and documents to help improve profit and deliver their services efficiently.

Strategic Alliances

2020 Members have access to highly valuable alliances such as:

2020 Insurance

Delivers quality Professional Indemnity and other insurance products to UK and Irish based professionals.

2020 Tax Protection

Provides tax fee protection to UK and Irish based professionals, protecting you and your clients against the risk of an investigation.

2020 Tax Planning

Delivers successful tax strategies to UK based professionals by quality providers both during and after implementation.

2020 Wealth Management

Provides wealth management services to clients and opportunities for UK based firms to cross sell additional services to existing and potential clients.

2020 Company Formations

Provides a reliable, simple to use, speedy and efficient online company formation service to UK accountancy practices at very attractive rates.

2020 Membership Group highlights:

Annual Marketing Planner

Sets out your proposed activities e.g. mailings, newsletters, seminars etc. Use it to plan your activities for the next 12 months.

Quarterly Client Newsletter

Innovative and proactive material in a Word template. Add your firm's logo and contact details and personalise it with news about yourselves, then email or print it for your clients and prospects.

Monthly Tax E-News

A great way of keeping in touch with existing clients and letting potential clients know you exist and that you are different from other firms of accountants.

Monthly General E-News

Provides you with material you can use to send to prospects and clients. It is packed full with useful practice management and marketing ideas.

Monthly Marketing Letter

Personalise each letter and forward to your clients. A great source to help you cross sell additional services.

No Fuss PR Campaign

Designed to provide information to the public and potential clients. It is a monthly topical news item or commentary that you can send to business editors of local newspapers, magazines and post on your website.

The 2020 Membership Group for Accountants - Who are we?

The 2020 Membership Group is the leading membership organisation helping progressive accountants and tax professionals.

Established in the 1990s 2020 recognised that historical compliance services were likely to be limited growth areas for accountants and that progressive firms would need to offer their clients more futuristic value-added services. For that, new tools and ideas would be needed.

2020 also recognised that firms would need to improve their marketing and efficiencies and embrace new technology.

One aspect of 2020 Membership is access to the latest tools for marketing and managing your practice and improving profits.

The 2020 Membership Group has expanded beyond the UK, with continental members in Europe, Ireland, USA, Canada, Australia and South Africa. Firms of all sizes are welcome to join the group – the vast majority of members are firms with one to ten equity owners.

Why join us?

We provide Members with the training, resources and guidance to help them achieve their goals. All Members receive:

The Master Practitioner Manual

You will receive the hard copy manual and a CD with hundreds of valuable tools, spreadsheets, letters and forms to help you with your strategy, profit improvement, marketing and consulting with clients. For a full list of the tools within the membership manual, visit, www.the2020group.com/tools.

Monthly Members Newsletter

This contains information on new products, new ideas being used by Members to make money and other topical information. This newsletter often includes new tools and checklists that we develop exclusively for Members.

2020 Audio Series

Members receive regular Audio CDs with Chris Frederiksen, Gordon Gilchrist and Ian Fletcher on practice management, marketing and other issues.

Telephone / Email Support

Access to the leading consultants in the industry with any of your practice management and marketing questions or concerns.

How to become a 2020 Member

To become a 2020 Group Member join online at www.the2020group.com or complete the application form and:

- 1 Post to either:
2020 Group
6110 Knights Court, Solihull Parkway
Birmingham Business Park, Birmingham
West Midlands B37 7WY
or: 2020 Group
Ulysses House, Foley Street
Dublin 1
Ireland
- 2 Fax to +44 (0) 121 314 4718
- 3 Telephone +44 (0) 121 314 2020
or +353 (0) 1 876 4870
- 4 Email membership@the2020group.com

Upon receipt of your application form, confirmation and a VAT invoice will be issued.

Application Form

Contact details

Name	Company / Organisation
Address	
Postcode	
Tel	Fax
Email*	

* We need your email address in order to send you the members' newsletter and other information. We will be pleased to send the members' newsletter to as many people as you wish, if you provide us with their email addresses below:

Name	Email
Name	Email
Name	Email

Practice Type	Membership Fee		Total £/€
Sole Practitioner	£440.00	€550.00	
2 - 5 Partners	£745.00	€930.00	
6 - 9 Partners	£995.00	€1,245.00	
10+ Partners	£1,550.00	€1,940.00	

Subtotal £/€

Plus VAT £/€

Total £/€

Please add VAT at the current rate

For practices outside the UK but within the European Union, please supply your VAT number to receive zero rated VAT on your membership

Payment details

I would like to pay by the following method:

- By Cheque made payable to 2020 Group
- By Bank Transfer to: Barclays Bank plc - Account No: 40097985 - Sort Code: 20-07-71
- By Credit Card. Please charge my Delta Visa Maestro Mastercard

Name on card	Please add billing address below if different to the address above		
Card No.			
Issue No.	Start Date	Exp Date	
Cardholder's signature	Postcode		

A number of groups of accountants have held themselves out as networks or been classified by the courts as networks. This has resulted in wide-ranging litigation and exposure of network members to litigation. 2020 Membership Group is NOT a network - it is a membership organisation.

Data Protection Act

By returning the 2020 Membership Application Form, you agree to 2020 Innovation Group Ltd processing and storing your data for the provision of products and services, analysis and administration purposes. We may use your details to send you information about other products or seminars. If you do not wish to receive such communications please email update@the2020group.com or call +44 (0) 121 314 2020

2020 Group

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