

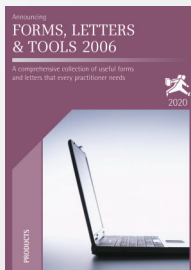
PRODUCTS AVAILABLE from the 2020 Group

Please contact us if you require further information, or wish to purchase either of the products below.



TAX TIPS & TOOLS

This product can markedly improve the level of service you provide to your clients and can generate profitable add-on engagements. If you already have a previous version you will know how helpful this product is, and it has been totally updated, upgraded and expanded. Tax Tips & Tools has been voted Best Tax Software in the LexisNexis UK Taxation Awards 2005 and was shortlisted for the awards in 2006.



FORMS, LETTERS & TOOLS

Forms, Letters & Tools is a comprehensive collection of useful forms, letters and tools and is an essential product for every accountancy firm. This product compiles all the forms and letters that you need for the day to day running of your practice. There are over 150 tools on the CD covering the essential elements of your practice.



The 2020 Membership Group is the UK's largest voluntary membership organisation for accounting and tax professionals. 2020 Members are generally committed to growing their practices and developing additional revenue streams while still offering traditional services.

2020 Group
Colman House
15 - 19 Station Road
Knowle, Solihull
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Tel +44 (0) 1564 20 68 20

2020 Group
Ulysses House
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Tel +353 (0) 1 876 4870

Fax +44 (0) 1564 20 63 63
Email seminars@the2020group.com

www.the2020group.com

Announcing

THE 2020 PRACTICE MANAGEMENT SERIES 2007

Free for 2020 Members*

£99 / €139 per seminar for non members

* Subject to terms and conditions. See inside for details.



FREE
FOR
2020 MEMBERS*



SEMINARS

THE 2020 PRACTICE MANAGEMENT SERIES 2007

Seminar dates by region & speakers

Ireland

Seminar Title	Date	Venue
It's Not About Price!	23 Jan 07	The Gresham Hotel, Dublin
Marketing through Technology	14 Mar 07	Maryborough House Hotel, Cork
How to Write a Successful Business Plan	09 May 07	The Gresham Hotel, Dublin
Small Changes, Big Gains	12 Jun 07	Park Plaza, Belfast International Airport
Guide to Paperless	11 Oct 07	The Gresham Hotel, Dublin
SME Business Coaching	11 Dec 07	Park Plaza Belfast International Airport

London

Seminar Title	Date	Venue
Guide to Paperless	13 Mar 07	Danubius Hotel, Regents Park
It's Not About Price!	24 Apr 07	Danubius Hotel, Regents Park
Practice Regulation Update	22 May 07	Danubius Hotel, Regents Park
Small Changes, Big Gains	27 Sep 07	Danubius Hotel, Regents Park
Marketing through Technology	10 Oct 07	Danubius Hotel, Regents Park
How to Write a Successful Business Plan	12 Dec 07	Danubius Hotel, Regents Park

Midlands

Seminar Title	Date	Venue
Small Changes, Big Gains	15 Mar 07	Arden Hotel, Birmingham NEC
Practice Regulation Update	18 Apr 07	Arden Hotel, Birmingham NEC
Guide to Paperless	22 Jun 07	Arden Hotel, Birmingham NEC
How to Write a Successful Business Plan	12 Sep 07	Arden Hotel, Birmingham NEC
It's Not About Price!	17 Oct 07	Arden Hotel, Birmingham NEC
Marketing through Technology	04 Dec 07	Arden Hotel, Birmingham NEC

North East

Seminar Title	Date	Venue
It's Not About Price!	27 Feb 07	Holiday Inn, Leeds Garforth
How to Write a Successful Business Plan	19 Apr 07	Holiday Inn, Leeds Garforth
Guide to Paperless	19 Jun 07	Holiday Inn, Leeds Garforth
Small Changes, Big Gains	26 Sep 07	Holiday Inn, Leeds Garforth
Practice Regulation Update	13 Nov 07	Holiday Inn, Leeds Garforth
Marketing through Technology	11 Dec 07	Holiday Inn, Leeds Garforth

North London

Seminar Title	Date	Venue
Marketing through Technology	06 Mar 07	Park Inn, Watford
How to Write a Successful Business Plan	17 Apr 07	Park Inn, Watford
Guide to Paperless	15 May 07	Park Inn, Watford
It's Not About Price!	18 Sep 07	Park Inn, Watford
Practice Regulation Update	14 Nov 07	Park Inn, Watford
Small Changes, Big Gains	04 Dec 07	Park Inn, Watford

North West

Seminar Title	Date	Venue
It's Not About Price!	28 Feb 07	Atlantic Suite, Manchester Airport
Practice Regulation Update	23 May 07	Atlantic Suite, Manchester Airport
Marketing through Technology	21 Jun 07	Atlantic Suite, Manchester Airport
How to Write a Successful Business Plan	13 Sep 07	Atlantic Suite, Manchester Airport
Small Changes, Big Gains	16 Oct 07	Atlantic Suite, Manchester Airport
Guide to Paperless	12 Dec 07	Atlantic Suite, Manchester Airport

THE 2020 PRACTICE MANAGEMENT SERIES 2007

Seminar dates by region & speakers *continued*

Scotland

Seminar Title	Date	Venue
Small Changes, Big Gains	01 Mar 07	Glynhill Hotel, Renfrew, Glasgow
Guide to Paperless	07 Mar 07	Thistle Edinburgh
SME Business Coaching	12 Jun 07	Glynhill Hotel, Renfrew, Glasgow
It's Not About Price!	25 Sep 07	Thistle Edinburgh
Marketing through Technology	09 Oct 07	Glynhill Hotel, Renfrew, Glasgow
How to Write a Successful Business Plan	04 Dec 07	Thistle Edinburgh

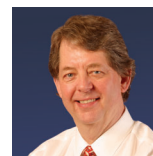
South East

Seminar Title	Date	Venue
How to Write a Successful Business Plan	22 Feb 07	Hilton Gatwick Airport
Small Changes, Big Gains	20 Mar 07	Hilton Gatwick Airport
Guide to Paperless	16 May 07	Hilton Gatwick Airport
Practice Regulation Update	16 Oct 07	Hilton Gatwick Airport
It's Not About Price!	13 Nov 07	Hilton Gatwick Airport
Marketing through Technology	05 Dec 07	Hilton Gatwick Airport

South West

Seminar Title	Date	Venue
Guide to Paperless	21 Mar 07	Bristol Golf Club
It's Not About Price!	25 Apr 07	Exeter Court Hotel
Marketing through Technology	22 May 07	Bristol Golf Club
Practice Regulation Update	11 Sep 07	Plymouth Pavilions
Small Changes, Big Gains	11 Oct 07	Bristol Golf Club
How to Write a Successful Business Plan	15 Nov 07	Exeter Court Hotel

Speakers



Chris Frederiksen

Chris Frederiksen is one of the best known and most highly-rated seminar leaders in the world as well as a consultant to accountancy firms worldwide.

His experience includes partnership positions with two international CPA firms and building several independent practices in the San Francisco Bay Area. As a consultant for the past twenty years, he has been helping small and medium sized accounting firms achieve their goals of greater profitability and greater personal satisfaction for their owners. He is now committed to helping CAs and tax professionals excel in new service areas, document management and outsourcing.



Ian Fletcher

Ian Fletcher is a Chartered Accountant having trained at the London office of a "Big 4" international practice. Ian is a well known lecturer and business consultant and has gained a reputation for his entertaining style and practical approach to practice management.

Ian majors in management issues, specifically dealing with the systemisation of accounting practices. He is the co-author of the ICAEW's book "Building the Value Added Practice", and together with Gordon Gilchrist, is co-author of the Croner.CCH book "SME Consulting". Ian is also a holder of the Chartered Insurance Institute's Financial Planning Certificate.



Gordon Gilchrist

Gordon Gilchrist is recognised as a global leading consultant to accountancy firms in the areas of marketing, strategic planning and practice management. He trained as an accountant in the UK and later worked with Grant Thornton.

He has been consulting with firms in the UK, Ireland and South Africa since 1989 and has worked with three of the Top 4 firms, 75% of the Top 20, and over 2,000 independent firms. Gordon is a well recognised and accomplished speaker for annual conferences, seminars and staff training days. He and Ian Fletcher are joint authors of the Croner.CCH book "SME Consulting".

Practice Regulation Update

Speaker: Ian Fletcher

This seminar is designed to provide delegates with practical help and advice on regulations and other matters that affect the firm and how it deals with its clients. The course documentation will provide useful checklists and aides-memoires to ensure the firm can fulfil its regulatory requirements and an overview of recent changes to keep delegates up to date.

The course will cover:

- Overview of the main regulatory requirements
- Practice assurance annual review
- Client money
- Money laundering
- Audit and DPB requirements
- Recent changes
- QAD findings
- Action planning

Date	Location
18 April 2007	Birmingham
22 May 2007	London
23 May 2007	Manchester
11 September 2007	Plymouth

Date	Location
16 October 2007	Gatwick
13 November 2007	Leeds
14 November 2007	Watford

Registration is from 1.30pm and the seminar will start promptly at 2.00pm, with an estimated finish time of 5.30pm. There will be a break for tea/coffee mid afternoon.

SME Business Coaching

Speaker: Ian Fletcher

Business Coaching is now one of the fastest new ways to gain new clients and to keep existing clients happy. This course will show you how to establish a coaching arm to your business to help you undertake new and interesting work that clients want.

Introduction

- The coaching process
- What clients really want
- Establishing client needs and wants

Marketing Coaching

- Letting clients know you care
- The basics of marketing coaching
- The target market
- Getting clients to say "yes"

The Coaching Process

- The fundamentals of the process
- Facilitation and empowerment
- Life coaching
- Questionnaires, worksheets and checklists
- Profit and strategy coaching

Date	Location
12 June 2007	Glasgow

Date	Location
11 December 2007	Belfast

Registration is from 1.30pm and the seminar will start promptly at 2.00pm, with an estimated finish time of 5.30pm. There will be a break for tea/coffee mid afternoon.

How to Write a Successful Business Plan

Speaker: Ian Fletcher

An effective business plan serves many useful purposes:

- By identifying and quantifying specific business objectives, it creates benchmarks against which the management team can measure progress
- It provides a persuasive vehicle for attracting capital to help finance the business
- It helps a business owner crystallise and focus ideas

This seminar considers how to write an effective plan and will follow the following format:

- Overview of the market
- Marketing this type of service
- The traditional plan
- Writing a bespoke plan
- Avoiding fatal mistakes
- How to write the plan
- Work programme
- Refining the plan
- Useful resources

The seminar will include maximum discussion time and case study work

Date	Location
22 February 2007	Gatwick
17 April 2007	Watford
19 April 2007	Leeds
09 May 2007	Dublin
12 September 2007	Birmingham

Date	Location
13 September 2007	Manchester
15 November 2007	Exeter
04 December 2007	Edinburgh
12 December 2007	London

Registration is from 1.30pm and the seminar will start promptly at 2.00pm, with an estimated finish time of 5.30pm. There will be a break for tea/coffee mid afternoon.

Small Changes, Big Gains

Speaker: Gordon Gilchrist

Gordon will lead you through the very best "small things to do" that have made such a BIG difference for other firms. This will be based on his experience of working with three of the Top 4 firms and over 2,000 independent firms since 1989. How these tips are applied by individual practices will vary according to their size but all can benefit in some way or another.

Key topics

- What is success and what is succession (and when are they the same)?
- Power up your profitability quickly
- Maximising all that financial information we get, effectively
- Leadership - what it means and why it is important
- Quality business - getting great leads and quickly
- Decisions - making and implementing them
- Culture - using it and not fighting it
- Structure - running a business, identifying roles etc
- Change - ability to change and act differently
- Making the tough decisions
- Technology - embrace it or be left behind
- Good people - get, keep and fully utilise
- Systems - maximise efficiency

Date	Location
01 March 2007	Glasgow
15 March 2007	Birmingham
20 March 2007	Gatwick
12 June 2007	Belfast
26 September 2007	Leeds

Date	Location
27 September 2007	London
11 October 2007	Bristol
16 October 2007	Manchester
04 December 2007	Watford

Registration is from 1.30pm and the seminar will start promptly at 2.00pm, with an estimated finish time of 5.30pm. There will be a break for tea/coffee mid afternoon.

It's Not about Price! – Personal Presentation & Selling Skills

Speaker: Gordon Gilchrist

68% of decision-makers in one survey admitted that PRICE was not their real objection. It was just a handy way to get rid of a salesperson!

Research shows that 93% of all clients seek value when they buy, and that value in part is based upon a client's perception of the quality of his or her relationship with a provider.

Learn to present more effectively:

- Gain the ability, poise and confidence to lead a presentation
- Understand your audience
- Organise your information to deliver a coherent, consistent message
- Understand team roles for effective synchronization
- Team introductions, effective openings and closings
- Make a smooth transition from one idea (or presenter) to the next
- PowerPoint: creating audience-friendly visuals, remembering you are the presentation
- Effectively field difficult calls
- Stay flexible
- Handling Q&A and overcoming obstacles
- A powerful close is a must

Sell easier and more profitably as you discover:

- 12 things that clients want from you
- How to define value
- How to sell to each client's value perceptions
- How to differentiate your firm
- The single most effective "close" you can use
- 6 techniques for dealing with price-sensitive clients
- How to handle every "price" objection
- How to close more sales

Date	Location
23 January 2007	Dublin
27 February 2007	Leeds
28 February 2007	Manchester
24 April 2007	London
25 April 2007	Exeter

Date	Location
18 September 2007	Watford
25 September 2007	Edinburgh
17 October 2007	Birmingham
13 November 2007	Gatwick

Registration is from 1.30pm and the seminar will start promptly at 2.00pm, with an estimated finish time of 5.30pm. There will be a break for tea/coffee mid afternoon.

Guide to Paperless

Speaker: Chris Frederiksen

The world is going paperless - even the world of accountants and tax professionals! This seminar will provide you with the latest information on paperless software, hardware, and how much you need to budget for your practice.

Key reasons to go paperless

- Efficiency and productivity
- Improving client service
- Building a client "letter box" or portal
- Staff morale
- Filing space and cost savings

Principal topics

- Static vs. dynamic documents
- Impact on tax return processing
- Electronic file cabinet vs. true document management system
- File structure
- Scanners, monitors and other "bits"
- Software packages designed for accountants

Document management issues

- Security
- Installation, Configuration and User interface
- Training and support
- Workflow

Date	Location
07 March 2007	Edinburgh
13 March 2007	London
21 March 2007	Bristol
15 May 2007	Watford
16 May 2007	Gatwick

Date	Location
19 June 2007	Leeds
22 June 2007	Birmingham
11 October 2007	Dublin
12 December 2007	Manchester

On all seminars apart from Bristol, registration is from 1.30pm and the seminar will start promptly at 2.00pm, with an estimated finish time of 5.30pm. There will be a break for tea/coffee mid afternoon. Registration for the Bristol seminar is from 9.00am and the seminar will start promptly at 9.30am with an estimated finish time of 1.00pm. There will be a break for tea/coffee mid morning.

Marketing through Technology

Speaker: Chris Frederiksen

This seminar will focus on simple and inexpensive ways to use technology to increase the effectiveness of your marketing. The internet has turned out to be the great "equaliser" - it means that firms of all sizes can have an equally powerful marketing arm - it's just a matter of getting it organised.

Contact management

- Building a Contact Management Database System
- Integration with existing software
- Functionality
- Software selection

Automated direct mail

- Initial contacts
- Automated follow-up
- Telemarketing and technology
- Obtaining names, addresses and details

Building the killer website

- Content and costs
- Getting people to visit
- Creating client "letter boxes" (or portals)
- Other uses of the killer website

E-newsletters and E-communication

- Format and content
- Frequency and preparation
- The most effective new marketing devices (by far)

Date	Location
06 March 2007	Watford
14 March 2007	Cork
22 May 2007	Bristol
21 June 2007	Manchester
09 October 2007	Glasgow

Date	Location
10 October 2007	London
04 December 2007	Birmingham
05 December 2007	Gatwick
11 December 2007	Leeds

On all seminars apart from Bristol, registration is from 1.30pm and the seminar will start promptly at 2.00pm, with an estimated finish time of 5.30pm. There will be a break for tea/coffee mid afternoon.

- 1 To book on any of these seminars, please complete the attached registration form and fax to +44 (0) 1564 20 63 63
- 2 Alternatively, post your registration form and any payment to either:

2020 Seminars
Colman House
15 - 19 Station Road
Station Road, Knowle
Solihull
West Midlands B93 0HL

2020 Seminars
Ulysses House
Foley Street
Dublin 1
Ireland

- 3 Email your registration form to seminars@the2020group.com
- 4 Book online at www.the2020group.com
- 5 Telephone +44 (0) 1564 20 68 20 +353 (0)1 876 4870

A registration form can be downloaded from www.the2020group.com (click on Accountants, Seminars and The 2020 Practice Management Series 2007).

Upon receipt of your seminar booking form and payment, confirmation and a VAT invoice (where applicable) will be issued. If you have not received them one week before the seminar, please telephone us to make sure your booking has been received.

Places are limited on all seminars and will be allocated on a strict first come, first served basis, once payment has been received (where relevant).

Terms and conditions

2020 Members

The number of free delegate places per seminar depends on the type of membership and the number of partners/directors within your practice. Firms will only be entitled to receive the number of free places which directly relates to their 2020 membership fee, limited to a maximum of 5 delegates per seminar per firm. The number of places is strictly limited and will be allocated on a first-come first-served basis, so please book early to avoid disappointment.

In order to qualify for free places, 2020 membership fees must be paid in full at the time of booking. Should membership fees be unpaid or membership have lapsed at the date of the seminar, 2020 reserve the right to charge booked free places at £99 / €139 per person.

Non Members

Subject to availability, non members may attend any of these seminars at a cost of £99 / €139 per person.

We are able to offer this CPD Series at no charge to 2020 members thanks to the support of our sponsors who will make presentations at the seminars and who will be provided with the contact details of delegates.

Cancellations / substitutions

All cancellations or substitutions must be made either in writing or by email to:
seminars@the2020group.com

The appropriate charge will apply based on the following terms:

2020 Members

Please contact us at least 5 working days before the seminar to cancel the booking and no charge will be

levied. If you do not notify us in advance, a fee of £25 / €35 + VAT per person will be invoiced to your firm and become payable to 2020 Seminars.

Non Members

Please contact us at least 10 working days before the seminar to cancel the booking and you will receive a full refund. For cancellations received 5-9 working days before the seminar, no refund will be available.

Substitute delegates may be made at any time without charge.

Each delegate will be provided with a set of course notes and a serving of tea/coffee at the break.

Special offers / discounts

Please note that any special offers or discounts offered from time to time may not be used in conjunction with any other discounts.

Important notice

It may be necessary to change any aspect of events such as the date/venue or less likely, to cancel it. A full refund of any fees paid will be made automatically but 2020 Seminars will not accept liability for any other claims.

Data Protection Act

We may use your details to send you information about other products and seminars. If you do not wish us to do this, please tick this box.

Visit www.the2020group.com for more information on our other seminars.

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THE 2020 PRACTICE MANAGEMENT SERIES 2007

Seminar Booking Form

Please photocopy this form as needed

Contact details

Company / Organisation _____

Address _____

Postcode _____

Tel _____

Contact Name _____

Email _____

Fax _____

Payment details see below for fee calculation

I enclose a cheque made payable to 2020 Seminars for _____

Please charge my Delta Visa Maestro Mastercard

Name on card _____

Card No. _____

Issue No. _____ Start Date _____ Exp Date _____

Amount _____

Cardholder's signature _____

I wish to book the following seminars:

Please enter the number of delegates in the boxes provided. The number of free delegate places per seminar depends on the number of partners / directors within your practice (which directly relates to the 2020 membership subscription paid).

Seminar	Date	Location	2020 Member		Non Member	Total
1 Practice Regulation Update			<input type="checkbox"/> Free	<input type="checkbox"/> @ £25 / €35	<input type="checkbox"/> @ £99 / €139	
2 SME Business Coaching			<input type="checkbox"/> Free	<input type="checkbox"/> @ £25 / €35	<input type="checkbox"/> @ £99 / €139	
3 How to Write a Successful Business Plan			<input type="checkbox"/> Free	<input type="checkbox"/> @ £25 / €35	<input type="checkbox"/> @ £99 / €139	
4 Small Changes, Big Gains			<input type="checkbox"/> Free	<input type="checkbox"/> @ £25 / €35	<input type="checkbox"/> @ £99 / €139	
5 It's Not About Price! - Personal Presentation & Selling Skills			<input type="checkbox"/> Free	<input type="checkbox"/> @ £25 / €35	<input type="checkbox"/> @ £99 / €139	
6 Guide to Paperless			<input type="checkbox"/> Free	<input type="checkbox"/> @ £25 / €35	<input type="checkbox"/> @ £99 / €139	
7 Marketing through Technology			<input type="checkbox"/> Free	<input type="checkbox"/> @ £25 / €35	<input type="checkbox"/> @ £99 / €139	

Delegate Name(s)	Indicate which seminar(s) you wish to attend. If all, please enter 'ALL' and the region.	Email address
Example: John Smith	1, 2, 4, 6	john@the2020group.com
Example: Linda Jones	ALL NORTH WEST	linda@the2020group.com

Subtotal

VAT@17.5%

Total

For delegates attending seminars in the Republic of Ireland, please supply your VAT number to receive zero rated VAT on these seminars.
