

Spring Conference 2012



# Show me the Money!

Your invitation to a one day conference specifically looking at who is doing well and how!

**8th March 2012** at the Ricoh Arena Coventry

“It's a very good opportunity to obtain meaningful information and suggestions that can improve what you do and the way you do it.”

Brandis Savizon, Eacotts

WHAT OUR CLIENTS SAY ABOUT OUR CONFERENCES



Spring Conference 2012

# Show me the Money!

Join us at our 2020 Spring Conference on the 8th March 2012 at the Ricoh Arena Coventry.

The overall theme of this year's Spring Conference is "Who's Doing Well and How?" and, as you can see from the conference agenda, the day will be packed with innovative and profitable ideas to help you and your team.

We will examine the key drivers of practice profitability and you will get the chance to see 2020's latest Benchmarking Results and participate directly using the latest Audience Response System!

You will get the chance to review how you are doing and prepare an action plan to invigorate your firm and your team.

We will also cover the top profitable service lines and how to maximise your potential through the latest IT developments.

SPEAKERS



**Chris Frederiksen**

Chris 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 and is now committed to helping CAs and tax professionals excel in wealth management, strategic planning, document management and outsourcing.



**Ian Fletcher**

Ian 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 buying, selling and merging accountancy 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 is recognised as a leading consultant to accountancy firms in the areas of marketing, strategic planning, practice management and increasingly succession issues including buying, selling and merging accountancy practices. He trained as an accountant in the UK and later worked with Grant Thornton. Gordon is a well recognised and accomplished speaker for annual conferences, seminars and staff training days. He has accumulated some brilliant ideas which can be heard at his very popular seminars. He is joint author of the Croner.CCH book "SME Consulting".



**Howard Graham**

Howard is a Business Advisor, Financial Director, CEO and Founder of The Made Simple Group and Consultant within a city Accountancy practice, Westbury. Over the years, Howard's knowledge of, and expertise within the online business arena has grown significantly and this was formally recognised in 2006 when The Made Simple Group won the Accountancy Age Excellence award for the best use of the internet in business. Howard has been a regular speaker at online business events including the Business Start Up Exhibition at Olympia, giving seminars on topics ranging from business strategy and planning to attracting customers to your site. He is currently on the BBC small business panel of experts giving general advice about running a small business.

SPONSORS



# Conference Agenda

Thursday 8th March 2012

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Here are some of the topics we will be covering in this year's Spring Conference:

- The latest 2020 Benchmarking Results
- Lockup and how to unleash it
- Practice drivers and how to maximise your profit
- New and innovative Marketing and IT developments
- The best service lines and how to maximise your potential

## New, unmissable and exclusive!

09.30 – 09.50

### Welcome and 2020 Update

*Gordon Gilchrist*

09.50 – 10.50

### Benchmarking Survey 2012 – Who is making money and how?

*Chris Frederiksen, Ian Fletcher and Gordon Gilchrist*

2020 will present the latest research into the accountancy profession showing you the latest trends including the seven key drivers of profitability:

- Revenue per partner
- Revenue per fee earner
- Staff/partner leverage
- Service line profitability
- Lockup
- Fees and chargeable hours
- IT and marketing spend

Chris, Gordon and Ian will take you step by step to help you maximise your key outcomes!

NOTE: This session will involve interactive action planning using the latest Audience Response System!

10.50 – 11.00

### Products and Services Update

*Ian Fletcher, Chris Frederiksen and Gordon Gilchrist*

11.00 – 11.30

### Break

11.30 – 12.50

### Benchmarking Survey 2012 (cont'd)

12.50 – 14.00

### Buffet Lunch

14.00 – 15.40

### The Top Profitable Service Lines for Professionals

*Ian Fletcher, Chris Frederiksen and Gordon Gilchrist*

Ian, Chris and Gordon will show you how to maximise your potential with the following services:

- Tax Planning
- Wealth Management
- Niche Consulting
- Streamlining Compliance

“This conference was the best that I have attended, being both informative, challenging and entertaining.”

**Chris Pinches,  
Thorne Widgery**

WHAT OUR CLIENTS SAY ABOUT OUR CONFERENCES

15.40 – 16.00

### Break

16.00 – 16.30

### Using Technology to Harness Doing Business Online – Successfully

*Howard Graham*

- Website as your Key Marketing Hub
- Systems and processes
- Monetisation
- Traffic and conversion
- Advocacy – entering the “recommendation generation”

16.30 – 17.30

### New Marketing Initiatives

*Ian Fletcher, Chris Frederiksen and Gordon Gilchrist*

Ian, Gordon and Chris regularly consult with firms across the world. They also facilitate focus groups of managing partners, marketing professionals, IT managers and firms offering wealth management. In this session, they will share the latest and greatest marketing ideas with delegates.

“Always something of value to take away and the contact with like-minded peers is invaluable. What better source than those that have tried and tested? Thank you so much.”

**Chelle Thirsk, GCA**

WHAT OUR CLIENTS SAY ABOUT OUR CONFERENCES



# Registration Form

Spring Conference 2012  
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## Delegate details

Name	Email address
1	
2	
3	
4	
5	

Please enter the number of delegates in the boxes provided

Details	2020 Member	Non Member	Total £/€
8th March 2012 - Ricoh Arena Coventry	<input type="checkbox"/> @ £195 / €215 + VAT	<input type="checkbox"/> @ £255 / €285 + VAT	
			VAT@20%
			<b>Total</b>

Please note: As this conference is being held within the UK, VAT is chargeable at 20% (including all firms outside the UK).

## Contact details

Company / Organisation \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Contact Name \_\_\_\_\_ Tel \_\_\_\_\_

Email \_\_\_\_\_ Fax \_\_\_\_\_

## Payment details See above for fee calculation

I would like to pay  by the following method:

- By Bank Transfer** to: Barclays Bank plc - Account No: 10373192 - Sort Code: 20-07-71 (Please quote company name)  
For international bank transfers IBAN: GB96 BARC 2007 7110 3731 92 - SWIFT: BARCGB22
- By Cheque** made payable to 2020 Innovations Ltd  **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 \_\_\_\_\_

## How to book

- **Book online:** Go to [www.the2020group.com/conference](http://www.the2020group.com/conference)
- **Post to:**  
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
- **Email:** Complete the Registration Form and return to [seminars@the2020group.com](mailto:seminars@the2020group.com)
- **Fax:** +44 (0) 121 314 4718
- **Telephone:** To book by telephone or for further information please contact the Seminars Team on +44 (0) 121 314 1234 or +353 (0) 1 876 4870

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

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