



Maximise Your Strategic Advisory Income

Date:	Monday 30 November 2015
Time:	9.00am to 5.00pm (Registration fr 8.45am)
Venue:	Institute of Public Accountants Level 10, 210 George St, Sydney NSW
Fee from:	Member \$409.00 (incl. GST), Non-Member \$499.00 (incl. GST)
Includes:	Tuition, course notes & afternoon tea.
Presenter:	Chris Catto
CPE Hours:	8

- Learn how to time your offer for high conversions
- Gain two logical methods for highlighting the value of your advisory
- Define the key advisory elements that will secure your clients business goals
- Apply a framework to substantiate your core skills and align your skills to future results
- Understand the critical points that your clients need to ensure they engage you as their business performance advisor.

Early Bird Rate Ends 20 November. Book Early to Save!

Introduction & Overview

This is a one-day workshop for Public Practitioners to improve their Advisory Services revenue. Designed for members of the IPA, the workshop begins with addressing the challenge of offering lucrative strategic advisory services beyond compliance. The workshop will provide proven methods and techniques for gaining and implementing strategic advisory services. In particular the workshop focuses on positioning your firm as the “go to” advisory services partner, challenging any preconceived ideas clients may have on the limitations of strategic advice beyond Tax Compliance.

In the afternoon the workshop outlines how to kick off an advisory services programmes that engages your client for the long haul. That is, how do you map out your client goals and set up a management reporting framework that focuses on the key success factors. You will need to blow your client away from the onset of your engagement. This workshop will give you the tools to highlight your knowledge and the skills to do just that.

Topics Covered

- Learn for positioning your skills and experience how to influence rather than sell to your clients
- Define the key issues your clients want you to address
- Apply a workflow to change the perception of what you and your firm can offer your business clients
- Understand the key success factor for positioning your skills and experience

Learning Outcomes

- Define the key elements required to enhance the market position of their firm
- Apply a framework for engaging their clients on strategic advice
- Create a concise strategic plan that exceeds their clients expectations
- Identify the key elements of successful ongoing advisory services
- Construct a management reporting framework that focuses their clients on value creation and continuous improvement
- Enhance their strategic advisory income
- Diversify the revenue streams of their practice

About the Presenter

Chris Catto

Putney Breeze Business Advisors

Chris’s career to date spans 19 years and has involved various senior financial and management roles for world class industry leading organisations. Across his career Chris has successfully managed and improved executive management reporting, produce development, cash flow, team performance, budgeting and forecasting. His experience also included conducting due diligence on acquisition targets for a publically listed multinational organisation, concluding with price recommendations.

Apart from being a qualified accountant, Chris holds a Bachelor of Commerce, a MBA and a Certificate IV in Training an Assessment. Currently Chris is a Director of Putney Breeze Business Advisors, a specialist performance management business advisory.

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Institute of Public Accountants, Locked Bag A6090, Sydney South, NSW 1235

Ph: 02 8262 6000 Fax: 02 9251 5201 Email: nswdivn@publicaccountants.org.au

Registration Details

Title IPA Member # Postnom. Non MemberFirst Name Surname Second Attendee Organisation Postal Address Work HomeSuburb State Postcode Phone # Fax # Email Address Dietary Requirements **Registration Confirmation** - A confirmation email will be sent to you within 48 hours of the IPA receiving your registration. Please notify the IPA by phone or email if you do not receive a confirmation email within this timeframe.

Payment Details

This document will be a Tax Invoice for GST purposes when you make full payment. Please keep a copy for your records.

Amount Payable	*Early Bird Rate		Regular Rate		(Registration Fee includes GST)
	IPA Member	Non Member	IPA Member	Non Member	
Per person	\$409.00	\$499.00	\$449.00	\$542.00	

* **Early Bird Rate** applies if registration is received at least 10 days prior to the event.

Payment Method

Cheque Please find enclosed my cheque for: \$ Credit Card Please debit my credit card the sum of: \$ Card type MasterCard Visa American ExpressCard Number Exp. Date / Cardholder Name Signature

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