



# PROSPECTUS

· VIRTUAL ·  
CONGRESS  
10-12 NOVEMBER 2020

CPA  
AUSTRALIA



# CPA VIRTUAL CONGRESS

In 2020, CPA Congress is going virtual for the first time, with one global event across three days. From Tuesday 10 to Thursday 12 November, we're bringing the Congress experience to a worldwide community of members and attendees using an online event and engagement platform that delivers a truly immersive experience.

From the comfort of their home or office, participants will have access to an exclusive mix of keynote speakers, global panels, pre-recorded content, resources and networking opportunities. Plus, we've designed the program with flexibility in mind, so attendees will be able to access sessions at their convenience, around work and personal commitments.

CPA Congress is the pinnacle event in the CPA Australia calendar, and one that members truly value and engage with. Sponsors and participants will have a unique opportunity to connect with CPA Australia's global network and interact with colleagues and suppliers from their region, country and around the world.

CPA Virtual Congress presents thought-leading topics and content that is supported by a range of accounting fundamentals and personal development sessions. This is complemented by quality networking which connects members and non-members to advance the profession for the betterment of the community.

## About the program



### Global online event

Spanning three days.



### Inclusive

Open to members and non-members.



### Networking

Interactive networking opportunities.



### Flexibility

Enjoy from the comfort of your home or workplace.





## EVENT OVERVIEW

Participants will gain insights and innovative strategies for navigating through the complexities of a COVID-19 impacted world.

As part of a forum, participants can exchange ideas on how to lead within their organisation to maximise opportunities and forge new and exciting business pathways.

- **Insightful presentations** from a diverse panel of captivating world-class thought-leaders.
- **Exclusive content** and case studies on emerging trends and updates in the world of accounting and finance.
- **A global virtual platform** layered with unique and interactive opportunities.

# PROGRAM OVERVIEW

- **MAIN STAGE CONTENT**  
10+ exclusive sessions, keynotes and case studies, panel discussions and economic updates, across a mix of live and pre-recorded content.
- **ON-DEMAND CONTENT**  
20+ pre-recorded presentations available on-demand across eight topical categories.
  - Strategy and change leadership
  - Innovation and finance transformation
  - Accounting for COVID-19
  - Trust, ethics and resilience
  - Governance and risk
  - Accounting for sustainability
  - Personal development
- **INTERACTIVE ENGAGEMENT**  
Customisable and personalised experiences for delegates and sponsors. Participants can pick and view what they want, when they want.
- **BRIEFCASE**  
An interactive function that allows sponsors and participants to fill their "briefcase" with videos, documents and links they collect along their virtual journey.
- **VALUE-ADD FEATURES**  
Additional content and engaging experiences available throughout the event.





## AUDIENCE PROFILE

CPA Virtual Congress tickets will be available for purchase by all CPA Australia members, members of the wider profession, and any interested members of the public. And, because this is one all-encompassing online event we'll be able to reach our CPA Australia network from each corner of the globe.

Delegates will primarily be accounting and business professionals from a cross section of backgrounds and experience levels. A mix of CPA Australia members and non-members that includes senior managers and key decision makers from large and small organisations, auditors, bookkeepers, SMEs and solution providers.

Predicted **280** international attendees and more than **6,000** Australian attendees.

**Industry sectors includes (but not limited to):**

- Government and public sector
- Education
- Healthcare and community services
- Banking and finance
- Financial services
- Business services
- Manufacturing
- Mining
- Construction and transport

**Indictive job titles including (but not limited to):**

- Chief Financial Officer/Vice President
- Chief Executive Officer
- Director
- Accountant (includes Management Accountant, Financial Accountant, Finance Business Partner and Project Accountant)
- Internal/External Auditor
- Controller (includes Finance Controller, Credit Controller, Comptroller and Corporate Controller)
- Analyst (includes Budget Analyst, Treasury Analyst, Data Analyst, Finance Business Analyst, Commercial Analyst and Account Analyst)
- Finance Manager





# WHY BECOME A SPONSOR?

CPA Virtual Congress presents an exciting opportunity to connect sponsors with our extensive network to showcase brands, products, services, expertise and knowledge in support of the finance and accounting industry.

We're pleased to offer valuable sponsorship options to help you maximise exposure and reach this highly engaged and extensive audience. With a variety of packages available for a range of budgets, we can work together to find the best way for you to reach members and non-members from right across the profession.

By sponsoring this event, you can have the opportunity to:

- **Access a unique virtual event** that brings together our global CPA Australia membership, as well as non-members from across the industry
- **Maximise exposure** to accounting and business professionals working in the industry across Australia and New Zealand, including our CPA Australia members
- **Showcase or demonstrate** your product/service and latest developments
- **Demonstrate your support and contribution** to the finance and accounting profession
- **Build strategic relationships and industry networks** in a unique and enriching virtual environment
- **Cost effectively** build brand awareness
- **Directly access** your target market and new audiences
- **Highlight your expertise and knowledge** of the industry/profession
- **Be seen as a partner** of CPA Australia.







## Program elements



### Pre-recorded videos

Available during the time set for the conference and up to one month post event.  
Exclusive to conference subscribers.



### Live streaming sessions

Presentations that can be augmented by video overlays and animation.



### Live conversations

Multiple speakers moderated by a facilitator, suitable for panel discussions and speakers from across the globe.



### Virtual exhibition

For sponsors/exhibitors. Allowing participants to easily interact with each stall.

# Marketing campaign

As a sponsor or exhibitor at CPA Virtual Congress, you can reach many key influencers and finance leaders across Australia and global audiences as a part of our integrated marketing campaign.

## 2020 opportunities:

- Four EDMs will be sent during the promotional period
- Opportunity to include three major sponsors' logos in each EDM
- CPA Virtual Congress microsite with sponsor logo inclusion and option to add major sponsor bio and link

## 2019 reach



### Email

195,000+ recipients  
average open rate of 40%



### Social media

300,000+ followers



### Microsite

98,000+ visits  
global marketing campaign

## PAST SPONSORS





# SPONSORSHIP PACKAGES

SPONSORSHIP COMPONENTS	MAJOR	GOLD	SILVER	BRONZE
ONSITE PRESENCE				
Virtual booth - premium placement				
Virtual booth				
DELEGATE LEADS				
Opt-in leads (Name, organisation and email of delegates who opt-in at registration to receive sponsor communication)				
Leads generated at sponsor booth				
PRE-EVENT BRAND EXPOSURE				
Sponsor logo on the CPA Australia Virtual Congress website				
Social media kit				
Sponsor logo and URL to be included on at least one CPA Australia marketing email				
ONSITE BRAND EXPOSURE				
Sponsor logo cycling on event navigation bar				
Sponsor logo placement on logo wall within the event				
Push notifications throughout the day				

SPONSORSHIP COMPONENTS	MAJOR	GOLD	SILVER	BRONZE
ACTIVATION OPPORTUNITIES				
Acknowledgement in event welcome video				
Sponsor keynote session				
Pre-delivered educational content on demand, uploaded to the sponsor showcase room				
Conference satchel				
CONTENT OPPORTUNITIES				
1 x concurrent session as part of the official program				
Opportunity to participate in a panel session - live stream with Q&A polling				
TICKETING				
Complimentary tickets for sponsor staff	(x4)	(x2)	(x1)	
COST	\$15,000*	\$13,000*	\$7,500*	\$2,000*

\*All rates quoted in Australian dollars.





## CONTACT US

[sponsorship@cpaaustralia.com.au](mailto:sponsorship@cpaaustralia.com.au)

Adam Foord  
Advertising Sales Executive | CPA Australia  
T +613 9606 9700 | M +61 466 012 829  
E [adam.foord@cpaaustralia.com.au](mailto:adam.foord@cpaaustralia.com.au)