

PUBLIC PRACTICE VIRTUAL CONFERENCE PROSPECTUS

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CONFERENCE BACKGROUND

Today's accounting landscape is seeing disruptive innovation, uncertainty in business climates and, in some organisations, a reduction in resources. The CPA Australia Public Practice Virtual Conference is an exciting new opportunity we're delivering for public practitioners to arm them with the information and skills necessary to **Build the Firm of the Future** and ensure their practice remains relevant and profitable, particularly in the COVID-19 environment.

This one-day online event will bring together experts in the accounting, technology, mental health and wellbeing fields to share ideas and discuss current technical topics, alongside themes like the growing importance of developing soft skills in today's professional environment. We've invested in an interactive and intuitive technological solution that provides all the traditional benefits of an industry conference, with the added creativity and accessibility of an online experience. In a single day, we're offering participants access to premium knowledge building, education, discovery and networking opportunities, to guide and inspire them to lead their practice into the future.

The conference program has been structured to have an organic flow and is designed to increase engagement and networking opportunities with peers and sponsors.

conference topics



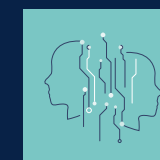
Lead your firm

Trends and business impacts, operational transformation and strategy.



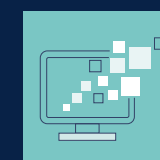
Lead the profession

Finance fundamentals and regulation updates.



Lead your self

Personal development, leadership and wellbeing.



Lead in technology

How to improve practice efficiency and delivery of services to maximise business profitability.



AUDIENCE

This event is targeted towards public practitioners, predominately from small to medium size firms, and is open to both CPA Australia members and non-members. These practitioners tend to provide accounting, taxation and general business advice to clients outside their own businesses who are typically small-medium enterprises (SMEs).

For the first time in the conference's history, we'll also be extending the audience beyond the Australian market to appeal to a broader international audience that includes public practice members in New Zealand.

Typically, 60 per cent of our delegates are aged 35-44, and the next 30 per cent is attendees aged 50+. Predominately these guests are a mix of Certified Practising Accountants (CPAs) and Fellow Certified Practising Accountants (FCPAs). For this year's virtual conference, we expect greater engagement from our younger generation of public practitioners and are actively encouraging them to get involved.

SPONSORSHIP OPPORTUNITIES

This event presents an exciting opportunity to connect sponsors with CPA Australia's network to showcase brands, products, services, expertise and knowledge in support of the finance and accounting industry. 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 Australian and New Zealand CPA Australia membership, as well as non-members from across the industry
- **maximise exposure** to public practitioners 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.



Principal Sponsor Booth



Exhibitor Booth

program elements



Pre-recorded videos

Available during the time set for the conference and up to three months post event. Exclusive to conference subscribers.



Live streaming

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 country.



Virtual exhibition

For sponsors/exhibitors. Participants will have an avatar that tours the virtual exhibition and interacts with each stall.

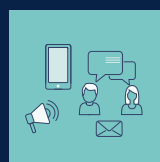
marketing campaign

Our digital marketing campaign will be delivered over six weeks using a variety of member communication channels including:



Email

We will be promoting the conference primarily to our approximately **18,000** public practice members in Australia and New Zealand.



Social media

Over **300,000** followers



INTHEBLACK.com

250,000+ subscribers
24% average open rate



Website

There were more than **9000** unique visits to the Public Practice Conference web pages during last year's campaign (1 Feb - 31 July 2019)

PAST SPONSORS

 **Bendigo Bank**

 **sage**



Fenton Green

 **NowInfinity**

 **ReceiptBank™**

 **OPTUS** *yes*



 **Intuit QuickBooks Online**

SPONSORSHIP PACKAGES

SPONSORSHIP COMPONENTS	PRINCIPAL SPONSORS	EXHIBITORS
VIRTUAL BOOTH PLACEMENT		
Virtual booth		
DATA LEADS		
Delegate list - opt-in only		BOOTH LEADS ONLY
PROMOTIONAL ACTIVITY		
Logo on navigation bar		
Logo placement on the events platform		
EVENT WEBSITE		
Logo and URL pointing to sponsor's website		
SOCIAL MEDIA		
Social media kits for sponsors to post via their own channels		
ACTIVATION OPPORTUNITIES		
Acknowledgment of sponsors in welcome speech and registration welcome video		
Pre-delivered content on-demand (webinar or podcast)		
Items to be included in CPA Australia digital satchel	2 ITEMS	
Complimentary tickets for sponsor's staff	2 TICKETS	
COST	\$6,500*	\$2,000*

*All rates quoted in Australian dollars.



CONTACT US

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