

About the **Event**

Increased competition and demands from clients means that CPA firms must now embrace modern practice management in order to succeed. For example, there has been a global trend for accounting firms to consolidate which suggests to that size is an important factor in competitiveness. This may in fact be incorrect as mergers create many problems themselves and there are in fact many factors that affect firm profitability.

This seminar will identify and explain the key factors that enhance accounting firm competitiveness and provide guidelines on how you can implement change in your firm to compete more effectively. The strategy, management, and marketing of professional service firms is different to that of traditional organisations and this seminar will provide specific guidance for partners and executives of accounting firms that is rooted in the context of your firm.

