

**QX**ACCOUNTING
SERVICES

A Quality Guide to Accountex 2019

for Time-Savvy Accountants

It's hard to amount for the things that one takes home from Accountex – because some of these takeaways cannot be reduced to numbers or crunched into an accounting profit.

Every year, the massive doors at Excel London swing open to welcome a brethren of accountants to celebrate the growth and challenges of the accounting-verse and this year it's even bigger.

Here, the local currency is not scepticism but enthusiasm, and though there is plenty of room in the cavernous halls of the Excel London for competitive spirit and showmanship, estrangement is thoroughly banished. This is a place where zaccountants encounter one another in pursuit of the connection and that's all you take away from it.

But before it all starts sounding Greek to you, here's a handy-map to scout through this year's Accountex, like a veteran:

Where on earth is it?

1. Mark your calendar for Wednesday 1 – Thursday 2 May 2019
2. Follow the white-collared flock until you stumble upon ExCeL London at One Western Gateway, Royal Victoria Dock, London E16 1XL.
3. Ride along the Jubilee Line or DLR for the quickest way to get to it. Nearest station would be Custom House DLR. Jump the bandwagon!

**ACCOUNTEX**

NATIONAL ACCOUNTANCY EXHIBITION & CONFERENCE

1-2 MAY 2019 ExCeL | LONDON

Meet the Experts | Stand 1273

I'm here; what now? Besides, there's way too many people.

Don't run away. Accountex 2019 is the biggest edition of the event yet and the cavernous halls with lavishly laid out stands are just the start of it. Following this year's theme of digitisation and disruption in the accounting sector, there's a lot of discussions, keynote talks and sessions designed to help you catch up with the evolving industry.

However, it might end up feeling a lot like browsing through the grocery store; too many options and you can't have it all in your cart. So, we're here to save you from getting overwhelmed so that you make the most out of your Accountex experience.

Here's a sneak peek into what not to miss:

Editor's picks - Day 1

11:00 am - 11:45 am, Keynote A

Making Tax Digital - Theresa Middleton, Director, Making Tax Digital for Business Programme, HMRC

Straight from the horse's mouth, Middleton will cover all the new updates in the MTD programme and HMRC's future plans.

1:00 pm - 1:45 pm, ACCA Theatre

Attracting and Retaining Talent in Practice - Alex Black, Client Manager and Nikki Adams, Managing Director, Ad Valorem

Millennial talent is fickle and so this industry these days. Black and Adams will inspire ideas on how to plan a better future talent strategy.

2:00 pm - 2:45 pm, Keynote B

Learn from the World's Best Accountants: On How to Earn More, Work Less and Make Your Family Really Proud - Steve Pipe, Author and Former UK Entrepreneur of the Year

Who doesn't want a magic bullet to all of this? Drawing on 300 years of research, the session will focus on five game-changing case studies from the world's best accountants.

4:00 pm - 4:45 pm, Business Theatre

The Importance of Digital Technology for Successful Offshoring - Lielle Calleja, Director, All That Counts

Calleja hits right on the burning issues and brings up the benefits of offshoring services for cost-effectiveness in accounting business.

End-to-End Encryption: Is it For You? - Daniel Stachowiak, CEO, MyDocSafe

It's not just WhatsApp that offers end-to-end encryption, you can also apply the same level of security to email. Hear from encryption expert Daniel Stachowiak about the pros and cons for accountancy.

Editor's Picks - Day 2

10:15 am - 10:50 am, Future Theatre

From £50 to £1m: The Low Stress Way to Grow Your Practice - Heather Townsend, Author and Founder, The Accountants Millionaires' Club

If your family is jealous of your laptop and you want to spend more time with your family as you grow your practice, this is the session for you.

11:00 am - 11:45 am, 'How To' Theatre

Raise Your Visibility For Career Success - Susan Heaton-Wright Impact, Presence and Speaking Expert, Executive Voice

Everybody wants to stand out but how? A lot of noise is about visibility online, however visibility in real life is key to having credibility for your career progression.

2:00 pm - 2:45 pm, Hot Topics - Roundtable

Client Relationships and Communications - Hot Topics Roundtable- Heather Townsend, Author and Founder, The Accountants Millionaires' Club

Townsend leads a discussion that will take you toward new, ever more profitable relationships from smooth on boarding to rave referrals.

3:00 pm - 3:45 pm, Keynote A

Brexit: VAT, Customs Implications and Beyond - Richard Asquith, VP Global Indirect Tax, Avalara

According to an Accountex survey, 96% of accountants reject Brexit. Asquith builds upon this strong agreement and talks about how to stay afloat in this time of shifting politics.

3:00 pm - 3:45 pm

How to Sell and Deliver Business Growth Advisory - Shane Lukas, Managing Director, AVN

If you're in the grit game already, know more about how to make accountancy practices "become more successful and enjoyable to run".

But, where's the fun part?

We know that for accountants, everything counts. So, here's a little list of fun things you might want to take up before or in between sessions.

The To-Do list for Accountex 2019

- Pre-register at Accountex 2019. Unless you like queues. Or you can email us for an e-invite, saving you the onsite entry fee of £25.
- Work out your route (to and around the event). Unless you think getting lost in the tube makes for a great ice-breaker.
- Don't get stuck in the rush. Book appointments in advance.
- Make an impression. Give out and collect business cards at workshops.
- Carry a whole bunch of business cards to skip filling out forms.
- Step out of the halls for a stroll. You might as well be able to bump into an interesting connection.
- Be a part of it; not just a passer-by. Participate in discussion, games and challenges.
- Catch-up with your new-formed network over dinner and drinks
- Bookkeeping runs in our blood. So, make a report of all the important takeaways of the night.
- Visit us at STAND 1273.

Meet the Robinson brothers and our A-team at the QX accounting services exhibition at Stand 1273.

We would love to hear your story and greet you with some fantastic QX merchandise. But wait, there's more that we would love to offer:

- The best engagement model for your practice
- Learn more about QXAS staff training and development programs
- Stories of how our most successful clients use QXAS
- Chance to enter our prize draw, worth £300

Accountex 2019 is getting bigger each year and so is QXAS. But in this world of attractions, we're seeking connections that last a lifetime! See you at Accountex.



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