



Inovautus Consulting helps professional service firms develop growth plans, evaluate their marketing efforts, use social media, develop client retention programs and retain talent to grow their firms. Part of this commitment includes dedicating time and resources to speaking at the many events in today's dynamic accounting profession. Please take a look at our current speaking schedule: <http://inovautus.com/speaking>. We hope to meet you at one of these events soon.

If you are interested in having Sarah Johnson Dobek, Rob Nance or another Inovautus Consulting team member speak at your conference, association meeting or firm retreat, please contact Sarah or Rob for more information at (888) 491-9330.

The Inovautus Consulting speaking topics menu is listed below.

2013/2014 Speaking Topics

The Digital Professional Services Firm

Becoming Digital is critical for every professional services firm. Buyers today are going to social networks, blogs and the web to find information and resources to solve their problems. This session will cover the essentials that every firm should be doing to become more digitally visible. Topics covered will include what you should be doing with your website today, what social networks you should be considering, content generation best practices and search strategies.

Elevating Your Digital Presence (Basic)

CPA Firms today need a digital presence to stay competitive. Social Media, E-Marketing, Video and Websites are all playing an important role in generating visibility and business. But, how do you know what you need and which platforms are right for you? In this session we will discuss the most important social networks CPA firms should be using, how to incorporate emarketing and what role websites play today.

Elevating Your Digital Presence (advanced)

Many people are now using social media to build awareness, grow their firm or drive traffic. But how do you know if your efforts are working? Even more importantly, how do you take it to the next level? In this advanced social media session, we will discuss how to know if your efforts are working, what you should be benchmarking based on your goals and how to take your efforts to the next level.



The Top 10 Tips for Growing Your Practice

Does your firm struggle with marketing due to time and cost limitations? Marketing doesn't have to be expensive to be effective, nor does it have to take all your time. It just has to be smart and focused, and the next _____ webinar will explain how to do it right. Presented by Sarah Johnson of Inovautus Consulting, this session will explore the top 10 ways small and medium CPA firms can start growing their practice today, the tools they can use and tips for enhancing the results of their efforts.

The Top 5 Tips to Growing Your Niche

(shortened version of the session above)

Do you struggle with marketing due to time or cost limitations? Marketing doesn't have to be expensive to be effective, nor does it have to take all your time. It just has to be smart and focused, and the session *The Top 5 Tips to Grow Your Niche* will explain how to do it right. Presented by Sarah Johnson, this session will explore the top 5 ways CPA firms can start growing their practice today, the tools they can use and tips for enhancing the results of their efforts.

Best Practices for Marketing in the New Economy

Today's market is competitive. Marketing and growing your business takes thoughtful activity that produces results. Our discussion will address where companies should be focused to generate results in the new economy as well as what has changed with how people are buying.

Getting the Most from Your Speaking

Speaking is a great way to build credibility and generate leads. Whether you are brand new to speaking in front of an audience or a seasoned veteran, you learn a few things from this session. We will share some of our self-learned successes and failures to getting the most out of your speaking engagements and helping convert audience members into prospects.

Hiring and Integrating Marketing and Sales Talent

It's no secret that growth is one of the top challenges facing public accounting firms. For many firms, the idea of hiring staff to help them support their growth is a highly appealing. But, where do you begin? And, how do you make sure this is a successful investment? We will show you how to know if you are ready, how to set yourself up for success, where to find the right person and what you should expect.



What's your ROI?

Many firms are actively involved in marketing, but most aren't measuring it. Being able to see where you are doing well and where you could improve are keys to driving positive growth in your firm. We will show you how to measure some of the most common professional service marketing activities—like web, social media, sales, communications, client loyalty and more. We will also show you how to create a dashboard and how to interpret some of the data.

CPA Firm Retention Strategies

The retention of talent is critical today. Over the next 17 years, CPA firms will be faced with significant challenges as existing owners and partners retire. Retaining your talent won't be easy. Today's talent wants to see and understand their career path. In this session, we will discuss the 4 key areas to career paths, the importance of non-traditional paths, communication strategies and the importance of technology in all of this.

Build Your Recruiting Pipeline

Finding and securing talent is tough today for CPA Firms. Recruiting the right talent requires a focused, proactive plan. In this session, we will discuss how firms can approach recruiting that will help them build a solid pipeline of candidates that want to work for their firm.

LinkedIn - Creating a Killer Profile

LinkedIn is the number one professional network in the world, with over 185 million members globally. Many professionals have profiles, but most aren't actively using LinkedIn to help grow their business. During this session, I will empower you to use LinkedIn more effectively by covering what you need to know about

- Profile differentiation and optimization
- Building and growing a network
- Common questions and challenges

Putting Thought Leadership to Effective Use at Your Firm

Discuss how thought leadership within your firm—and also outside of your firm—can move your reputation and business forward in ways beyond marketing and revenue growth. Also discuss the options that exist for all firm sizes, as well as individual CPAs, niche markets and the spectrum of accounting profession personalities. With many firms still not realizing the potential of content marketing, this session will uncover ideas and methods



that can be put to use without eating considerable billable time, encountering a huge learning curve and enduring hours of frustration and heartache.

Tips for getting more PR

Press can be one of the most lucrative forms of advertising for CPA firms. Finding press opportunities can seem like a daunting and overwhelming task. Today, there are many media channels to use. In this session, we will cover our top tips for helping you get more PR for your firm or niche practice. Our tips will cover everything from tools and resources you can use to how to pitch a reporter and the true role of press releases today.

Workshops (paid events only by attendee or for companies)

Social Media Live Workshop

Looking to take your social media efforts to the next level? This session will be a live workshop focused on helping you elevate your efforts. We will have experts on hand to work one on one with you one on one in each platform to help you elevate your presence, begin to benchmark and evaluate your success, identify opportunities and more.

LinkedIn Training Workshops

See our LinkedIn Training web page. Training is offered for Professionals and marketers and can be delivered virtually or in-person.

Put Social Media Into Action

Interested in learning and using Social Media to grow your business, recruit candidates or build your career? This session will be a live workshop focused on helping you put social media into action. This workshop will introduce you to the most popular social media platforms for CPA firms, show you common ways social media is being integrated into everyday marketing, business development and recruiting, discuss best practices in implementing social media across the firm, and address the key things you should be communicating and expecting from employees and your marketing department around social media. This session will also include live breakouts and interaction, a facilitated roundtable to discuss your toughest questions as well as learn from each other, and an action plan you can take back to the office.



Building an Integrated Growth Plan

Growth today is about more than just marketing or selling. It requires a 360 degree look at your organization. In this workshop you will learn about the key components to building and growing a practice and what high performing firms do that others don't. You will be introduced the range of tools that are available and discuss how to select the initiatives that will be the most impactful towards your growth and identify ways to blend various

tactics to build a sustainable brand in the business community. This workshop will be interactive. This session will also include live breakouts and interaction, a facilitated roundtable to discuss your toughest questions as well as learn from each other, and an action plan you can take back to the office.

Collaborative Topics

Creating a growth culture

Speakers: Sarah Johnson and Angie Grissom (Rainmaker)

In an accounting firm, people can hide behind job descriptions and past stated expectations for how they should be contributing to the bottom line. Is it your job to help promote the firm or not? In this session, we look at how typical roles in a firm from a partner role to staff accountant to Marketing Director and how each definition of the role can be limiting for the firm's growth and awareness goals. We will define what a successful growing firm looks like, where the barriers exist at each level and explore how to blur the lines for what the expectations are. The end result is a team that is not defined by a job description but a firm that is defined by how the team works together for the success of everyone.

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