Hello and a very happy new year to you all. Hopefully by now many more of you will have heard from me and understand what is going on in the MiP world.

What does 2014 have in store? Well hopefully this will be the year when we start to have very real engagement with many more of you.

In the next few weeks we have two new regional meetings, one in Leeds later this month for the North East region and another in early March in Basingstoke for Central Southern England. We are planning on resuming meetings in Birmingham. Details of these plus all the other regions with established MiP meetings can be found on the back page of this newsletter, www.cimaglobal.com and our Linkedin group.

I would like to take this opportunity to say thank you very much to the organisers of these and all the other regional meetings and hope that you all support these meetings. It’s not just CPD they provide, it’s an invaluable opportunity to meet your colleagues and build relationships with your peers so you don’t feel quite so isolated.

Remember we are always on the lookout for volunteers to help. Without willing people these events simply would not happen. If you would like to get involved please get in touch.

Some of you may have attended the courses run by Stuart Ferguson, a fellow MiP from Scotland. Stuart is running a series of courses to help explain the transition from employed person to Member in Practice. We see these courses as an important step in the process to becoming a MiP and Stuart will soon be publishing a list of the next set of dates and locations for the upcoming courses. Please keep an eye on our Linkedin sites for them.

We seem to mention the Linkedin site a lot. This is simply because it is such an effective way to keep in touch and allows everybody an opportunity to contribute to the debates. It’s a very easy and user friendly forum.

We have mentioned our two new marketing websites previously. We are really beginning to attract the attention which will lead directly to more work for the MiPs. These sites are all about brand development and awareness. Everyone is welcome to join us provided you are a fully registered CIMA Member in Practice. We have to be aware that our numbers are very small but we can maximise our efforts by pooling our resources. If you haven’t joined in yet please have a look.

We are also well along the road organising this year’s conference and you can read a bit more about it inside. The conference is a fantastic experience, plenty of CPD and plenty of social interaction. If you haven’t been before please consider coming along, you will love it.

Those of you who have been before, we look forward to seeing you again.

Stephen Milne
Chairman, MiP Panel

2014 will be the year when we start to have very real engagement with many more of you...
Are you acting ethically?

CIMA roundup of responsible business issues in Ethical Lens. Are we learning from mistakes that lead up to the 2008 financial crisis? This February issue of Ethical Lens highlights a new webcast which raises important business challenges including bribery, banking scandals and human rights violations. It also features an article on Integrated Reporting framework, the outcomes of the UN Global Compact Leaders Summit on the post-2015 development agenda, natural capital, the challenges with ‘pricing the priceless’, and much more.

Professionally qualified management accountants play a central part in restoring trust in business. Brief yourself on the latest on ethics and responsible business from around the world - read the latest edition of Ethical Lens at www.cimaglobal.com/ethicalens

For more information about CIMA’s ethics support, resources and your professional Code, take a look at www.cimaglobal.com/ethics

Quality Assurance 2014

Last year CIMA introduced Quality Assurance monitoring for members in practice. The 2014 Quality Assurance monitoring is now underway and if you have been selected you should have received an email notifying you of the upcoming exercise.

As with the 2012 monitoring year CIMA will be requesting the following mandatory requirements documentation:

• Continuity Arrangements
• Terms of Engagements
• Complaints Handling procedures

Those selected should email them to mip.monitoring@cimaglobal.com and you will receive confirmation of receipt by email. Please also ensure CIMA holds your latest PII details. We can appreciate not all policies run through the renewal year and some are renewed part-way through the year, however you should ensure your details are kept up to date.

CIMA press coverage

David Rowsey, Regional Director of Europe, was featured in the Daily Mail 23.01.14) in the article; How to be a big fish in a small pond in which it is suggested that finding a job is easier if you include small and medium sized businesses in your search. He said ‘SMEs need graduates who can offer robust management information..... CIMA students who work in an SME have seen rapid progression and opportunity to shape the strategy of a company early in their careers.’

MiP annual renewal regulatory requirement

As you’ll no doubt be aware your status as a Member in Practice needs to be renewed each year. As with your annual membership subscription the date for renewal is 1 January 2014. If you have yet to renew please could we urge you to do so without delay.

Unless, of course, you have decided to close your practice, or to take up some PAYE opportunity. If this is the case please contact us at prof.standards@cimaglobal.com. This will ensure that you are not incorrectly monitored or sent renewal demands.

Ten key elements to sustainable business practices in SMEs

A CGMA report which explores the relationship between management accountants and marketing departments. The report aims to help both marketers and management accountants to break down the silos that still tend to exist in many companies. Whether in SMEs or multinationals, the report considers the crucial role that management accountants and marketers can play in trying to measure and monitor the value of marketing. The report looks at harnessing the marketing imagination to create value adding ideas; predicting how much financial value these ideas will contribute; delivering and demonstrating whether value really was created; and establishing learning that will improve future ideas, predictions and results.

A failure to use finance functions

A report by SKS Business Services, Loughborough University and CIMA reveals today that many small and mid-sized companies are failing to use their finance function efficiently to make important management decisions, click here to find out more.
CIMA behind the scenes

Agent Online Self Serve (AOSS) – HMRC update

HMRC has received feedback that agents would find it helpful if they were to provide a timeline showing progress and the AOSS journey so far.

HMRC has supplied CIMA with the information below.

CIMA’s Professional Standards Manager, along with a member of the Member in Practice Panel, are members of HMRC’s Tax Agent Strategy Group, representing member needs and advising HMRC.

Responses indicated broad support for the ability to ‘self serve’ online

• Set up with representatives from professional bodies
• Online use of e-services and enabling agents to carry out more transactions

Responses to the consultation published.

• Summer 2013 – ‘User testing’ commenced with sole proprietor agents
• Autumn 2013 – Cross government Identity Assurance (IDA) Programme was identified as the solution which would provide robust assurance of an agent’s identity. This will enable agents to register with HMRC and assure their business IDA at the same time and means that they will not have to go through two processes
• Autumn 2013 to Spring 2014 – Develop and test prototype agent registration and authorisation services with a wide range of agents, including in-house agents and software developers.
• By Autumn 2014 – Aim to trial a small scale (beta) service for use by selected agents
• Autumn 2014 to Spring 2015 – Expand the service and scale-up user volumes
• 2015-16 – Complete agent migration to the new service and add new digital services as they are developed

Please note, the cross-Government Identity Assurance (IDA) programme has inevitably had impacted upon HMRC’s original timetable for delivering Agent Online Self Serve (AOSS), as the two delivery timelines are now aligned (AOSS has moved to the slightly slower IDA timeline, to avoid the need for agents to have to go through two separate authorisation timelines within a short period of time). HMRC are doing their best to accelerate the introduction of IDA for organisations but, until that’s in place, they will be unable to verify that an agent is who they say they are and introduce AOSS. They are working to have a limited AOSS service available for use by early adopters by Autumn 2014. This will then be scaled up and extended as new digital services are developed for customers and agents.

The meetings can take place at HMRC’s offices in London, at your offices if they are within reasonable daily travelling distance of London or by telephone conversation if you prefer. HMRC recognises that January will not be a good time for many agents but they are keen to progress this work so if you are able to give up some time it would be really appreciated and help us to keep in close touch with developments.

If you are able to help please let Sheila Sackett have your contact details as soon as possible.

Background

• You may have heard of the cross government Identity Assurance (IDA) programme which will enable people to assert their identity online safely and securely and allow government departments to be confident that users of online services are who they say they are. HMRC is working closely with the Government Digital Service (Cabinet Office) to identify the impact IDA will have on the design of our new digital services and where it will provide us with the right solution.
• In order to help us to build a system which works well for agents, clients and HMRC we would like to understand more about the systems for delegate management agents currently use and gather research from working with different sizes and types of agent. This is what these initial interviews are intended to explore.

Invitation to help HMRC with user research/user testing of new digital services

HMRC is looking for agents in practice to help with research and user testing for new digital services (including Agent Online Self Serve) which they are planning to introduce.

If you could spare about an hour of your time HMRC would like to test some high level concepts with you. Initially they would welcome a discussion about the arrangements in place in your firm for delegating authority for client management. With that in mind they’d like to talk to the person in your firm with responsibility for delegating tasks and permissions.

CIMA celebrates impressive global growth in 2013

Over 33,500 new students and 5,500 new members worldwide!

The Chartered Institute of Management Accountants (CIMA) has announced strong growth figures for 2013 as the institute continues to expand its presence around the globe. Over 33,500 new students joined CIMA last year, taking the total member and student population to more than 218,000.

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Andrew Harding FCMA, CGMA, Managing Director, CIMA, said:

“I am delighted that we have continued to see strong growth in key and developing markets. This is further evidence that young people and employers across the world see CGMA as a vital designation for a successful career in business and finance.”

“We are committed to helping people and businesses to succeed in a tough climate. It was particularly pleasing to see an increase in students in a number of emerging markets which will become future economic powerhouses.”

“Our highly successful joint venture with the American Institute of CPAs continues to gather pace as the CGMA designation is embraced by businesses across the world. The importance of the designation is emphasised by a population of over 130,000 CGMA professionals who are shaping the strategic direction of organisations ranging from start-ups to global giants.”

CIMA, already the world’s largest professional body of management accountants, enjoyed substantial growth in both new and emerging markets. The UK, Malaysia, India, Russia and South Africa all saw record numbers of new students choosing to register with CIMA to work towards their Chartered Global Management Accountant (CGMA) designation and other qualifications. CIMA also added over 5,500 members globally, with membership in China increasing by 40%.

Global student numbers grew to more than 165,000, with China’s student numbers increasing by 40%.

CIMA also added over 5,500 members globally, with membership in China increasing by 40%.
Self-Assessment
No. Not your tax... your business! In the end, this is the engine that drives your income.

Is your independent business ready for the economy of the future? I have revised the infamous ‘12 questions’ to take account of the needs of freelancers in tomorrow’s marketplace. So the questions now number 15. You can access them here.

There is no requirement to input your email address or divulge anything about you or your business. It’s exactly what it says: a self-assessment. As it’s often used for the foundation session with my new clients, it appears on the NED page. So why not pour yourself a drink, and enjoy!

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Digital Practice – Top 10 Tips

New technologies are changing our industry at an alarming pace and it’s vital that we keep ahead to maintain our place in the market. The changes go further than just practice wise, articles in journals like Accountancy Age are predicting that the CFO and CIO jobs will soon merge into one.

As Management Accountants running small practices, technical change, and whether we adopt it, is relevant to our future profitability. Does this mean that we have to have to acquire technical skills in iXBRL, Java, Microsoft Server etc.? Not necessarily, a basic grasp of the underlying concepts and a few signposts to the winning tools of the trade is enough. In addition we need to become technical advisers to our Clients to gain kudos and be their first port of call for business advice. This will give us an extra ‘edge’ over our professional competitors. It’s is vital that we recognise what is going on around us and respond.

What is causing the rapid change? It is a picture of convergence of momentous technical developments, namely a mature internet, fast broadband, cloud infrastructure and new devices like smartphones and tablet computers. Add to this cost pressures such as Governments wanting to pass work to their customers (RTI, Online HMG, Agent access) and the commercial drive to increase productivity which has moved on from manufacturers to service providers. (continues on next page)

Ray’s Top 10 Tips

1. Abolish paper. The convergence of technologies has suddenly made the 40 year old dream of a paperless office not just possible but happening as we speak. In a few years the famous clip by the drifter in the film Waterworld, “PAPER, have you ever seen paper?” won’t seem so strange.

2. Make your working area efficient. Laptops can be permanently used by professionals like journalists and consultants but not by professionals like us who need to process numerical information. Unless you are travelling or browsing always use a device with a good keyboard and two or three monitors. After all in a non-digital environment you would not dream of working on a 20 inch desk. The same logic applies to your staff and your Client’s staff so they can be more productive when they need several digital documents to be open and in view at the same time.

3. Get comfortable with one or more Cloud Accounting Systems. Off line versions of Sage and QuickBooks are now in the last stage of their product cycle. The business model of traditional suppliers will not survive the disruptive effect of the new upstarts, Xero, ClearBooks, Liquid accounts and the others. The big players are scrambling to catch up after being aisied at the start of the race. Cloud will not work for all your Clients but for those that are suitable you should start converting them now and enjoy the benefits to your practice.

4. ‘As management accountants running small practices, technical change, and whether we adopt it, is relevant to our future profitability.’

5. App Up’ and provide new services. The power of the Cloud is going to create opportunities that you never considered before. Put Receipt-Bank together with Xero and suddenly you have a bookkeeping system cheaper than an outsourced provider in Bangalore. Cloud will be a great leveller giving small businesses the cost benefits currently enjoyed by large organisations.

6. Take advantage of the new ways to communicate. Using VOIP, Remote Desktop and technologies like Skype allows you to provide a superior customer service. Significantly it also allows you to re-define your target market from a Geographical perspective. ‘You should only visit Clients’ premises to attend a meeting, not to prepare figures. Do that work from your base and save time and money.

7. Consider using Cloud payroll systems. Paper payslips are eliminated. The employee can log in to see their payslips up to 3 years back (depending on the system). If they move house they can change their address themselves. If you are (or are thinking of) offering a payroll bureau service this could be staffed by a suitable part time person working from home with a convenient dashboard to access all your payroll clients.

8. Use an online payment system to make things easy for your client and to help you get paid quicker. A lot of work is going on at the moment by providers in this area. Systems exist for both credit card and DD online systems. I find that even Clients who get billed once a year like to pay monthly. Nowadays it is easy to set up without having to use standing orders which are difficult to change.

9. Finally consider moving your desktop into the cloud. If you have a large network with staff, it can save the overhead of server support. If you are working on your own it allows you better access to your software and data. You might also change to a Cloud Office suite like Office 365 for the same reason. Best to consider this when it is time to refresh your IT infrastructure.

I am happy to reply to questions via email ray@baxterworld.com Ray Baxter Jan 2014
The FRC update
The FRC has issued 15 staff education notes relating to FRS 102. The Financial Reporting Standard applicable in the UK and Republic of Ireland. The staff education notes have been prepared by FRC staff for the convenience of users of FRS 102 and aim to illustrate certain requirements of the standard to aid entities with the transition to new UK GAAP.

Social Media Marketing for SMPs
IFAC have published an article highlighting the importance of Social Media Marketing for SMPs and set out a clear framework for developing a Social Media Marketing plan. The article also includes a link to the social media toolkit and a number of other resources developed specifically to aid small to medium practices in acquiring clients. The article can be found here. IFAC also produce a number of resources and toolkits for small to medium sized practices which can be found here.

CIMA MiP
Influencing Skills: Communicating Insight
by John Niland

Whether they know it or not, most accountants are in possession of some unique insights.

Like many professionals, however, they don’t believe this when I say so at conferences or workshops. They will say “Surely we all have the same basic training/expertise” or “I’m a service-provider, like any other”.

When asked about our insights, we all tend to reach inside our toolbox. Out come the usual candidates: better cashflow, tighter control of costs, tax savings etc. If we have done some business development, we may have sharpened these tools into benefit statements, such as “We help you with better management reporting, so as to save you the money that gets wasted on poor decisions”. So far, so good.

But is this statement an insight? Is it likely to be compelling and engaging for a prospective client?

You already know the answer. Most benefit statements glide past the ear as marketing clichés. The more polished the statement, the more mistrust it may create.

If we are to really communicate insight, we need to put down our toolbox. This is not where insights are most likely to be found. Neither are we likely to find them in opinion, viewpoint, methodology, new approach or even in the latest legislation.

The best insights are usually about our clients - not about us. They are about the problems and challenges that our clients face, the risks they run, and the things that keeps them awake at night.

Try this: “You know how many service organisations have already done cutbacks. They have not only got rid of the fat, in many cases they have had to cut into the muscle as well. So the question that preoccupies our clients is how do you minimise risk when you are expanding capacity? For example…”

There are three important elements to this statement:

1. It makes no reference to you. It’s all about the clients and their dilemmas.
2. It reframes the problem, before putting forward any solution.
3. It demonstrates you know their world. This is particularly powerful when you have a niche market.

Once we start offering services, or even talking about our latest success, we are less likely to come across as insightful. But if you can talk about how a recent customer successfully redefined their problem (with your assistance of course), then you are well on your way to communicating with insight.

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Mehjoo v Harben Barker
In 2011, we set out guidance regarding notification of claims. In the intervening period it has become clear to us that insurers’ attitudes to late notification of circumstances, or the failure to disclose these at all until claimants have issued proceedings, has certainly hardened.

While it is likely that there has been a knee-jerk reaction to perceived problems concerning tax avoidance schemes, notably offshore loan schemes et al; and although we have yet to see additional questions relating to DOTAS notifications, we feel that they will soon be with us following the Mehjoo v Harben Barker judgement. As a consequence and following on from discussions that we have had with underwriters and our legal advisors we feel that a reminder of guidance notes regarding claims, circumstances and notification would be the best advice we can give at this time.

What is a Claim Circumstance?
A professional indemnity insurance policy normally requires that any circumstance which may, might, could or is likely to give rise to a claim is notified to underwriters as soon as the insurer becomes aware of this occurrence. ‘May’, ‘might’ and ‘could’ are different words used by different insurers so you should familiarise yourself with the specific wording of your policy.

As a general guide a ‘Circumstance’ can be any of the following:

• Any intimation of an intention or a threat to claim against you.
• Any direct or indirect criticism of your professional services whether expressed or implied which could give rise to a loss to a third party.
• Any direct or indirect criticism of a party for whom and for which you are responsible, whether expressed or implied, which could give rise to a loss to a third party.
• Any awareness that you have of a shortcoming of your work or any doubt about the efficacy of your performance which could give rise to a loss to a third party.

It must be stressed that whether you regard any criticism as justified or not it does not remove the obligation to notify insurers. The fact that you are aware of such an occurrence at all triggers the notification provisions.

The importance of timely notification
It is a Condition Precedent to any indemnity that you promptly notify insurers of claims or circumstances of which you first become aware of during the policy period. If this condition is not met, then insurers can repudiate the notification and refuse indemnity. Thus the financial consequences to you are serious.

If you fail to notify and your policy renews in the intervening period before notification is eventually made, then in addition to having the policy denied insurers could elect to void the policy ab initio for failure to disclose information material to the underwriting of the risk.

Summary
If you have to think about whether you should notify or not, notify.

When considering whether to notify a circumstance you should ignore:

• The amount of any loss – even matters that clearly fall below your policy excess should be notified.
• Whether the facts as stated are accurate.
• Your own personal views on any liability.

If in the unfortunate event a claim is made against you, please remember that when dealing with the claimant or their representatives you must not:

• Make any admissions of liability.
• Make any offers of settlement without the prior agreement of insurers.
• Disclose to any party that you have notified your professional indemnity insurers.

There are legal protocols applying to all professional negligence claims which impose time constraints and procedural rules as to how claims should be dealt with. It is most important that claims are notified immediately.

Claimants and or their advisors may seek confirmation of the existence and limits of your Insurance Cover, it is sufficient to say that in line with professional guidelines/institute guidance cover is in place.
Now that the tax season is behind us it’s a good idea to start thinking about the rest of the year and what you need to think about to move our businesses forward.

The CIMA MiP panel is focussed on helping MiPs to build successful businesses and a key part of that focus is the two-day conference in June. This Conference run by CIMA MiPs for CIMA MiPs.

In case you have missed the slow build up to this year’s conference the venue and time of year are the same as previously, but this year’s conference is focussed specifically on helping you build a better business.

On Friday 20 June 2014
We have some exceptional speakers this year including:
Steve Mcdermott – European motivational speaker of the year 3 times www.stevemcdermott.com
Richard Mullander – The return of the ‘guitar’ man. He will be doing a key note on Saturday 21 June 2014
www.heskethtalking.com
Peter Sylvester – Referral marketing is key to our businesses and Peter is an expert at it.
www.hallaminternet.com

And to finish
Mark Ormrod – a truly inspirational speaker who will send us on our way motivated and inspired www.markormrod.com
So, I think you will agree the line-up is pretty fabulous.
But, there is more...
We also have some excellent sponsors whose stands you are going to want to visit.
We have Myfirmsapp (www.myfirmsapp.co.uk), Jumpstart (www.jumppartuk.co.uk), PFP (www.pfponline.co.uk), ECS Insurance (www.ecbrokers.com/insurance-brokers), SWAT (www.swat.co.uk), Freedom Search (www.freedomsearch.co.uk) and CATax (www.cataxsolutions.com) already signed up with more to follow.
But, if that is not enough to whet your appetite, think about where else you have the opportunity to meet and mingle with your peers for two whole days. MiPs are sharers by inclination and if you have a particular business problem I defy you not to find someone at the Conference who not only has the expertise to help you, but is happy to do so.

For more information please have a look at the last page of this newsletter where you will find a link to this and all up and coming MiP events.

Date: 20-21 June 2014 | Venue: Heythrop Park, Oxon
Remember, if you want to find someone to travel with let Imogen know when you book and we will try to put you in touch with someone else from your area travelling to Conference.
To book, please contact Imogen Cooper at CIMA Courses and Conferences: imogencooper@bpp.com
For more information please have a look at the last page of this newsletter where you will find a link to this and all up and coming MiP events.

Delegate’s eye View
Like everyone who decides to go it alone I made mistakes and learnt from them in my first couple of years.

One of the biggest mistakes it turns out was thinking that I was too small to be of interest to the CIMA MiP community and because of this I did not attend the MiP conference in either of my first two trading years.

By the start of 2014 my practice was up to 2 offices and half a dozen staff so I felt sufficiently confident to go along, and was glad that I did. What I found very quickly after arriving on the Friday was that my perception on the size of other accounting practices was some way off the mark. Sure there were the big boys and girls who have been around a lot longer than me with bigger firms to prove it, but equally there were plenty of my fellow CIMA members either in the early stages of their foray into practice or quite happily working along on their own and at their own pace. What everybody had in common was that they were happy to talk.

2014 Conference costs

Full package: two day conference with dinner and accommodation.
Fully inclusive package: two days, gala dinner (optional formal/black tie) and Friday night accommodation. £360 + VAT

Two days only
Friday and Saturday day conference, no accommodation.
Friday conference day only (Does not include gala dinner or accommodation). £140 + VAT

Saturday conference day only (Does not include gala dinner or accommodation). £140 + VAT

Friday gala dinner only Three-course gala dinner (optional formal/black tie) with entertainment. £60 + VAT

Thursday night accommodation Inclusive of breakfast. £100 + VAT

Family/Partner accommodation (Thursday and Friday) Inclusive of breakfast. Excludes gala dinner. £40 + VAT

2014 Members in Practice Conference update

Fiona Bevan – MiP conference chair 2014
InTouch, In Tune | Spring 2014

The two days of the conference were excellently organised; the presentations covered a wide variety of topics ranging from tax updates to marketing your practice and there were many sponsors to talk to about a variety of interesting products for my practice and clients. The biggest regret I have about not attending in earlier years was the missed opportunity to spend a couple of days out of the office with likeminded people.

The dinner on the Saturday night was an excellent opportunity to leave the family at home and enjoy a drink or two. For those who were feeling brave there was excellent live karaoke band. My rendition of Living on a Prayer won’t be winning the X-Factor any time soon, but it was good to see so many of us challenging the stereotype of boring accountants.

The contacts I made in the community at the conference have been invaluable in helping me grow my practice this year. All of a sudden working for yourself does not feel quite so daunting and I must give special thanks to Stephen Milne and Mark Barrett who have both provided patient words of wisdom on a couple of prickly client issues that arose during the year.

As a final note I thought that the conference represented excellent value; we want to hear from you. Email us at: georgia.stephanou@cimaglobal.com

Fiona Bevan
2014 Conference Chair

�数学公式
Launch your own App approved by Apple & Google

- Differentiate your firm and stand out from the crowd
- Save hours communicating to clients using the very latest technology
- Packed with great features & time saving tools, calculators, tax tables & key dates
- Unique photo receipt & mileage management
- Automatic updates containing the latest tax & accounting information

Your Free 1:1 Demonstration

From the comfort of your desk you can see why so many firms are launching their own App. You will also discover which firms are already using this technology and how your firm can benefit from it. Plus exclusive CIMA discounts available.

Register for your free demo today

www.myfirmsapp.co.uk | Scan the QR to get your free demo

2014 MiP Conference sponsors

Adding value to your conference experience

ECS

ECS are proud to enhance it’s longstanding support of the CIMA MiP community as an official partner. ECS have been working for, and with, MiP’s since 1995 and are excited to be involved in this new project. As one of less than 100 Chartered Insurance Brokers in the UK you can be sure of the quality of professional partner you are working with. Visit them at the conference and find out about their MiP scheme for MiP members and if they can enhance your revenue stream. Click here to find out more.

Freedom Search

Freedom Search brings a wealth of experience in online marketing, specialising in the promotion of Google Adwords. Its prime focus is to make sure ‘YOU’ the customer, understand what you are buying and how being featured within Google, can push your business to the forefront of where your future customers will be looking. CIMA members are already reaping the benefits of their service, including our very own MiP Panel Chairman, Stephen Milne. Freedom Search is eager to speak with you and discuss any requirements or worries you may have with advertising on Google and will work with you to put together a package that will fulfil all your requirements and generate traffic to your business. To speak to either Paul or Jason please call 01253 767610 or email sales@freedomsearch.co.uk

Swat UK

SWAT UK offer one of the most comprehensive ranges of accountancy CPD courses in the UK. They run over 300 courses in 18 venues throughout the country. Courses cover a wide range of current and topical areas and are presented by some of the country’s leading accountancy lecturers. In addition, their programme of live and recorded webinars gives you access to over 200 courses from the comfort of your own desk, wherever and whenever it suits you. With a range of flexible and competitive pricing options available, SWAT UK is confident they can meet all of your training requirements. Click here to find out more.

Networking Skills

Networking Skills train successful business owners to stop selling, and start partnering. They combine the power of face-to-face coaching with online training to teach business professionals throughout the world how to harness the power of word-of-mouth marketing to drive activities for a fast, sustainable business growth. Are you getting all the referrals you want for your business? Only 3% of companies have a firm plan to maximise that growth. By simply following the Networking Skills techniques, you will be learning how to double your turnover.

Networking Skills run local two hour sessions combined with online coaching showing you how to motivate people to refer business to you. They introduce a refined “partnership” approach to both clients and referral partners and you will learn some specific techniques that will enable you to really work smarter, not harder.

Call Peter Sylvester on 0121 711 5112, or email him at peter@business-unlimited.co.uk

2014 MiP Conference sponsors

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Networking Skills

Networking Skills train successful business owners to stop selling, and start partnering. They combine the power of face-to-face coaching with online training to teach business professionals throughout the world how to harness the power of word-of-mouth marketing to drive activities for a fast, sustainable business growth. Are you getting all the referrals you want for your business? Only 3% of companies have a firm plan to maximise that growth. By simply following the Networking Skills techniques, you will be learning how to double your turnover.

Networking Skills run local two hour sessions combined with online coaching showing you how to motivate people to refer business to you. They introduce a refined “partnership” approach to both clients and referral partners and you will learn some specific techniques that will enable you to really work smarter, not harder.

Call Peter Sylvester on 0121 711 5112, or email him at peter@business-unlimited.co.uk

2014 MiP Conference sponsors

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ECS

ECS are proud to enhance it’s longstanding support of the CIMA MiP community as an official partner. ECS have been working for, and with, MiP’s since 1995 and are excited to be involved in this new project. As one of less than 100 Chartered Insurance Brokers in the UK you can be sure of the quality of professional partner you are working with. Visit them at the conference and find out about their MiP scheme for MiP members and if they can enhance your revenue stream. Click here to find out more.

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Dates for your diary

19 FEBRUARY
Scottish Members in Practice meeting
Venue: Royal Hotel, Sterling FK9 4HG
Time: 6.00pm | Cost: No cost to attend

22 FEBRUARY
North East Members in Practice meeting
Venue: Quality Hotel, Leeds, LS25 5LF
Time: 9.00am | Cost: No cost to attend

2 March
North West Members in Practice Meeting
Venue: Cheadle House, Cheshire SK8 3FS
Time: 9.30am | Cost: No cost to attend

8 March
Collaborating to Win Conference
Hilton Hotel, Basingstoke, RG21 3PR
Time: 10.00am | Cost: £25

17 March
London members in practice meeting
CIMA HQ, SW1P 4NP
Time: 6.00pm | Cost: No cost to attend

20 – 21 June
Opportunity knocks – how to build successful business
Heythrop Park Crowne Plaza, OX7 5UF
Time: 9.00am | Cost: click here for prices

2 November
North West members in practice meeting
Cheadle House, Cheshire SK8 3FS
Time: 9.30am | Cost: no cost to attend

MiP Panel
Stephen Milne
Chairman
Antony Holdsworth
Vice Chairman
Kim Swarbrick
Vice Chairman/Treasurer
Ray Baxter
Secretary

Elected Members
Mark Barrett
Fiona Bevan
Tony Boffey
Lyn Watson
Garry Thickett

Newsletter Editor and MiP Event Co-ordinator
Georgia Stephanou
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