ANNUAL MEMBERS IN PRACTICE CONFERENCE 2015

19-20 June 2015 | Crowne Plaza Hotel, Heythrop Park | Chipping Norton

A life and business changing event!
The CIMA MIP Conference is a unique event within our Institute as it is created by working Members in Practice. This June will mark our 30th year. I feel proud and privileged to have been asked to be the lead in this June’s very special event.

I am writing this in early April and 70 people have already booked. If you are not one of these then please consider attending. As well as some very focused CPD, you will make new friends, share experiences with likeminded people, gather valuable contacts and most important of all, have fun. L’Oréal got it right, because we’re worth it too!

Sometimes it can be daunting to attend an event for the first time. Be assured you will receive a warm welcome from me when you arrive. Those who have attended the Conference before will know the value it can bring your business and the rewards and pleasure a well planned live event can bring to your personal life. I promise that the money and time spent will be repaid many times over.

Hoping to see you in June!

Ray Baxter
Conference Chair
# Conference programme

## DAY ONE – FRIDAY 19th JUNE

<table>
<thead>
<tr>
<th>Time</th>
<th>Title</th>
<th>Speaker</th>
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<tbody>
<tr>
<td>8:30 am</td>
<td>Registration &amp; coffee</td>
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<tr>
<td>9:00 am</td>
<td>Welcome to the Conference</td>
<td>Antony Holdsworth</td>
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<tr>
<td>9:30 am</td>
<td>Successful Business Networking</td>
<td>Stefan Thomas</td>
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<td>10:25 am</td>
<td>Refreshments &amp; networking</td>
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<tr>
<td>10:55 am</td>
<td>How to price cloud accounting solutions and win more clients</td>
<td>Mark Wickersham</td>
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<td>UK Export Finance – Support for SME exporters</td>
<td>Andrea Walker</td>
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<tr>
<td>11:50 pm</td>
<td>Fee setting – getting the value you deserve</td>
<td>Ian Ross</td>
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<tr>
<td>12:30 pm</td>
<td>Lunch &amp; networking</td>
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<tr>
<td>1:30 pm</td>
<td>Secrets of the Internet</td>
<td>Graham Jones</td>
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<td></td>
<td>Pensions Auto Enrolment; the official update</td>
<td>Rebecca Woodley</td>
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<tr>
<td>2:30 pm</td>
<td>CGT update and refresher</td>
<td>Rebecca Cave</td>
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<td></td>
<td>Crowd Funding and the rise of future finance</td>
<td>Liam Collins</td>
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<tr>
<td>3:30 pm</td>
<td>Refreshments &amp; networking</td>
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<tr>
<td>4:00 pm</td>
<td>Champagne results... on a beer budget</td>
<td>Steve Clarke</td>
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<td>5:00 pm</td>
<td>Close of Day 1</td>
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<td>5:10 pm</td>
<td>AGM</td>
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<tr>
<td>7:00 pm</td>
<td>Gala Dinner reception</td>
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<td>7:30 pm</td>
<td>Gala Dinner with John Hotowka, Faye Horne and Discotheque</td>
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## DAY TWO – SATURDAY 20th JUNE

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<td>Antony Holdsworth</td>
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<tr>
<td>9:00am</td>
<td>Welcome to Day 2</td>
<td>Antony Stears</td>
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<tr>
<td>9:10am</td>
<td>The Telephone Assassin</td>
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<tr>
<td>10:05am</td>
<td>Refreshments &amp; networking</td>
<td>Malcolm Kilminster</td>
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<td>10:30am</td>
<td>Life without limits</td>
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<td>Using EIS to save tax</td>
<td>Kent Walwin &amp; Mark Allen</td>
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<td>11:25am</td>
<td>Stripping it back</td>
<td>Billy Dixon</td>
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<td>12:15pm</td>
<td>Lunch and networking</td>
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<td>Time, Gravity and Treadmills</td>
<td>Malcolm Follos</td>
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<td>Discover Your Natural Genius</td>
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<td>How writing a book will help your business</td>
<td>Karen Mannering</td>
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<td>Achieving all your goals in life</td>
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<td>3:25pm</td>
<td>Make the Magic happen</td>
<td>Shay McConnon</td>
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<tr>
<td>4:20pm</td>
<td>Conference roundup</td>
<td>Antony Holdworth</td>
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Your conference speakers

Stefan Thomas
Successful Business Networking | Friday 9.30am | Main theatre

Exceptional content and ideas you won’t have heard anywhere before, delivered with an engaging and fast-paced style. Everywhere you go, you create an impression. You don’t have any choice about that, people will make up their mind about you, and sometimes make up their mind quickly. You DO get to choose what impression you will make and Stefan knows how to explain that in every scenario and with any business audience. Stefan is the Networking Director of 4 Networking and author of Business Networking for Dummies. He has attended around 700 networking breakfasts around the Country in the last 10 years. Stefan will give MiPs practical, real-life, and immediately usable ways to ensure that people take away the right impression, every time.

Mark Wickersham
How to price cloud accounting solutions and win more clients | Friday 10.55am | Main theatre

Cloud accounting is the biggest change the accounting profession has seen in the last 20 years. It changes the way you interact with clients. It changes the services you can deliver. And your pricing models must adapt with those changes. Many accountants worry that cloud accounting makes compliance work so easy you will see downward pressure on fees. This need not be the case when you use cloud accounting to add value and price based on that value. In this research-based session, best-selling author Mark Wickersham FCA will show you how to value price in this new cloud accounting world.

Andrea Walker
UK Export Finance – Support for SME exporters | Friday 10.55am | Breakout room

Andrea will cover the support available to exporters from UK Export Finance. UKEF offers insurance to UK exporters against the risk of non-payment by overseas buyers. It also helps exporters to raise tender and contract bonds, access working capital finance and secure confirmations of letters of credit. This session will help you as advisors to SMEs to help them grow their exports whilst minimising the financial risks. Andrea has been an Export Finance Adviser for UK Export Finance since October 2012 covering the South East. She has extensive international banking experience in the financing of trade.

Ian Ross
Ask the Panel | Friday 11.50pm | Main theatre

Ian Ross, the creator of MiPNet, will lead a discussion on pricing with a panel of experts including Mark Wickersham. Ian will put up several case studies on the screen and ask the audience for comments and questions for the panel. This is your opportunity to find out how other MiPs do their pricing. One of the biggest fears some MiPs have is when a prospective client asks “And what is this going to cost me?” We know we generally undercharge for our services. This session will help you be more confident in pricing negotiations.
Your conference speakers

Graham Jones
Secrets of the Internet | Friday 1.30pm | Main theatre

Do Social Media and the Internet really affect your bottom line? Accountants get plenty of advice from consultants telling them they need to use social media, or that they need to be clever with 'pay per click', but how do they sort out the good advice from the bad? And how can they be sure that online options like social media really will improve the bottom line? In this talk you’ll discover why social media has such an emotional pull and how you can measure its success. Find out what is profitable, and ignore the rest regardless of the advice from the 'gurus'. Graham Jones is a leading Internet commentator who looks at the world of the web from a human perspective.

Rebecca Cave
CGT update and refresher | Friday 2.30pm | Main theatre

Rebecca spends much of her time updating established tax books and loose leaf law or tax works as a contributor for all the main tax publishers. She has authored a number of specialist tax books including ‘Practical Commercial Tax’ for Sweet and Maxwell, ‘Capital Gains Tax’, and ‘Roll over, Hold over and Deferral reliefs’ for Bloomsbury Publishing. She has written thousands of articles for various newsletters and journals, including regular articles for Taxation, and the CIOT journal: Tax Adviser and produces bespoke client newsletters for professional firms, as well as marketing materials and website content.

Rebecca Woodley
Pensions Auto Enrolment; the official update | Friday 1.30pm | Breakout room

Rebecca is part of the Industry Liaison team at The Pensions Regulator. In this role she is responsible for engaging with many of the UK’s large employers, as well as representatives of key industry sectors, to help them understand the new ‘automatic enrolment’ duties. Rebecca’s presentation will provide an overview of the Automatic Enrolment legislation and how it will affect accountants and their clients, and will provide some examples of the lessons learnt from employers who have staged already.

Liam Collins
Crowd Funding and the rise of future finance | Friday 2.30pm | Breakout room

Liam is a Policy Advisor in Nesta’s Policy and Research team. Nesta is an innovation Charity. Liam’s work focuses on innovation and economic growth with a particular emphasis on finance for innovation and innovative start ups. Liam’s research areas include venture capital, crowdfunding and peer to peer lending. Prior to joining Nesta Liam worked as a quantitative researcher and lecturer at the University of Bath. He was joint author of a recently launched research report ‘Understanding alternative finance’ and ‘The rise of future finance’ This presentation will give you a feel for the changes that are happening in business finance and the new options that are becoming available of trade.
Your conference speakers (continued)

Steve Clarke
The Phsycoology of Sales | Friday 4.00pm | Main Theatre

Steve is one of the UK’s leading experts on grass roots sales and marketing strategies. An exceptional business mentor and sought after inspirational sales and marketing speaker who draws upon his own first hand experiences in business. He left school aged 16, has no qualifications to speak of, yet Steve has owned and operated companies in the UK and USA. He has taken them from start up to stock market flotation. He helped grow his last UK business from scratch to £30 million in annual revenues in just 8 years, becoming one of the ‘Times Top 100’ fastest growing and profitable SME’s in the country in the process. In 2005 the company was sold and he was able to retire at the age of 45. In this presentation he will give us an insight into the sales methods which gave him his success.

John Hotowaka
After dinner entertainer | Friday Gala Dinner

John is a fellow of the Professional Speaking Association and a member of the Magic Circle. He’s been entertaining and speaking to corporate audiences since 1989 and is known for his uncanny knack of immediately engaging and putting an audience at their ease. John started his career in magic in 1981 and for seven years was an optician by day and magician by night performing close up magic to diners in the restaurants of his home town, Bradford. In 1989 he decided to take up magic fulltime and become a corporate magician. Since then he’s travelled the world from Manchester to Milan, Derby to Dubai, Hull to Hamburg, and York to New York, performing his magic at corporate and private events.

Faye Horne
Vocalist | Friday Gala Dinner

When the curtains part, the lights come up and Faye steps into the limelight her stage presence is immediately electrifying. From the first note, to the very last, everyone is captivated and hangs on every syllable she sings. Faye’s vocal and dancing talent came to the attention of the producers of Channel 5 TV’s ‘Don’t Stop Believing’ programme presented by Emma Bunton (Spice Girls) and judges Anastasia, Duncan James (Blue) Chucky Klapow (High School Musical) & Tamzin Outhwaite (Eastenders). Joining the programmes ‘Supergroup’ she performed to both live and TV audiences weekly. After Faye the fun will continue. The energetic can boogie at the disco and the less energetic can relax at the bar and make new friends and contacts.

Anthony Stears
The Telephone Assassin | Saturday 9.10am | Main Theatre

Anthony Stears AKA The Telephone Assassin has one mission – to get businesses talking again. In a world led by digital technology the art of conversation and building relationships verbally is eroded daily by the ever increasing numbers of text messages and emails. Anthony is a speaker, trainer and consultant who is bringing traditional methods of business back to life, by giving his Clients confidence to pick up the phone and stop hiding behind their emails and social media. Using his extensive experience and some NLP, Anthony created his hugely popular Telemarketing Masterclass. His book ‘The Telephone Assassin’ is available on Amazon.
Kent Walwin and Mark Allen
Using EIS to save tax | Saturday 10:30am | Breakout room

Kent Walwin is a film producer and director having produced films such as Hotel New Hampshire and Spiderman 2. Kent co owns the largest regional TV station in the UK (channel 8) and is a serial entrepreneur having built all his businesses within tax efficient structures. His initial training was as a lawyer and his specialist knowledge of tax law has assisted efficient growth of business after business. In recent times through the use of pre approved EIS and SEIS funded businesses he has involvement in projects such as building floating homes, renewable energy storage and movie distribution. Kent is not to be missed, when he enters a room it lights up and the energy is truly contagious.

Mark Allen has presented on a wide range of tax, accountancy and business development subjects to over 10,000 accountants and thousands of SME businesses over the last nine years. He is a Past Chairman of the CIMA Members in Practice Panel and is passionate about helping with sales and marketing opportunities for practitioners and SME businesses across the UK. He is the managing partner of Zenith Tax, a specialist tax practice.

In this session Mark and Kent will explain the key principles of the Enterprise Investment Scheme (EIS) and some clever but non aggressive ways of using the relief to save Corporation Tax. Your Clients will appreciate the advice.

Billy Dixon
Stripping it Back | Saturday 11.25am | Main theatre

This presentation will dispense with the myths that are often associated with confidence, resilience, motivation and personal projection and offer a practical set of principles that can be used by individuals in their personal and work lives. Described in the media as one of Europe’s leading authorities and commentators on personal projection, communication and team dynamics, Billy Dixon has earned the reputation as a leader in personal marketing, coaching and image consultancy. He has advised national and international leaders and lists many well known blue chip companies as his clients. Working extensively in the political, media, sports and corporate arenas has given Billy an insight into winning habits of successful people.
Cassie Footman
Discover your natural genius and give your profit a boost | Saturday 1.15pm | Breakout room

Ever feel like you’re rowing your boat upstream? It is exhausting, unrewarding and no fun! Cassie is an inspiring performance expert, committed to unearthing true genius. She knows how everyone can ditch the baggage of perceived weaknesses and get on with being highly productive, fully rewarded and much happier at work and in life. After 18 years of experience in HR strategic roles for global corporates, Cassie knows what it means for individuals and teams to be ‘in flow’ and has seen first hand the phenomenal results, this magical discovery can lead to. In this session Cassie will reveal the four geniuses and how following your genius and leveraging your value leads to greater trust and success. Warning – you may end up smiling more!

Karen Mannering
How writing a book will help your business | Saturday 2.30pm | Main theatre

As well as having authored over 14 books on HR and business skills, Karen Mannering has extensive experience of working in both the public and private sector. A specialist in HR, she has also held business development, and research roles. She is a Member of the Chartered Management Institute (CMI), a Fellow of the Chartered Institute of Personnel Development (CIPD), and a Member If the British Psychological Society (BPS) Forced to leave school with few qualifications, Karen has spent most of her lifetrying to catch up on an education and she now has degrees and post graduate qualifications in Business Management and Psychology. Her latest book ‘How to get published’ is now available for the Kindle.

Malcolm Follos
Time, Gravity and Treadmills - Stop squandering time; it’s our most precious asset | Saturday 1.15pm | Main theatre

This talk will reflect on the reality that compared to our Parents, and Grandparents, we are relatively cash rich but time poor. Yet many of us still insist on running our lives as if money is the scarce resource. In this leadership conversation Malcolm will explore some of the more insidious ways people and organisations have dreamt up to waste time and how the gravity of our ‘urgent’ operational activity has trapped us. Malcolm has experience of working with leading companies in every Continent. This international experience provides a wealth of knowledge that allows Malcolm to relate to a wide range of organisations and help them with leadership issues they face, both here in the UK and throughout the world.
Your conference speakers

Malcolm Kilminster
Achieving all your goals in life (workshop) I Saturday 2.30pm I Breakout room

In this workshop Malcolm explains exactly what goal setting is and why it works. He will explain the relevance of desire, how to overcome self limiting beliefs, how the subconscious affects our potential and the importance of seizing the opportunities that come our way. He explains, in detail, how the brain sets and reaches goals. You will be able to leave this session with an immediately transferrable process to set and achieve your goals. This presentation on the power of goal setting has received exceptional ratings from past delegates and is, potentially, a truly transformational experience.

Shay McConnon
Make the Magic happen I Saturday 3:25pm I Main theatre

Few speakers have the ability to deliver powerful life changing messages as they make their audiences laugh. Shay McConnon is one of them. He is a psychologist, an author of 18 books and the founder of People First an international training and consultancy group that specialises in leadership and culture issues. He is the creator of An Even Better Place to Work, the world’s first on line culture change programme which is being used by Siemens, BAE Systems, Emirates and other blue chip companies globally. Shay is a regular speaker at conferences, a Fellow of the Professional Speakers Association, awarded best new speaker by Vistage, the world’s largest organisation for Chief Executives and top speaker by the Academy for Chief Executives.
Despite having been a MIP for 3 years last year was the first time I had attended the Conference and I should have gone 3 years ago! The biggest thing I came away with was the sense of community and support amongst the MIPs. Everyone I met was great, and all so keen on helping each other. When you set up on your own, it can feel quite lonely, and it was wonderful to meet so many likeminded people. I made some really good contacts, who have been a lot of help in the past year. The other thing I valued was that it gave me a real break from the day to day to think about what I had achieved, and where I wanted to take it in the future. I came back from conference buzzing with great ideas. The actual conference itself was really well put together; a fantastic mix of speakers who were thought provoking, inspiring and entertaining; plus there was good selection of technical stuff to take on board. One of the things holding me back previously was the cost, but when you break it down into how many new clients you need, or extra hours you would have to work, to cover it; I think it was well worth the investment. I’d also put off going because I felt uneasy leaving my young children; but my other half was great about it. He arranged a day working from home so he could manage the school run, they all had a fun time, and I was back before they even had chance to miss me (plus I got a night in a lovely hotel and dinner without anybody bugging me!).

Anna Brunt

I went last year for the first time after twelve years in practice. I dearly wish I had committed from the beginning! If you haven’t attended before, NOW is the time!

Barry Dovey

I attended my first MIP conference as I was applying to become a MIP. I was expecting the conference to focus around the technical aspects of accounting and provide a good opportunity to network with experienced MIPs. However, the conference was focused on the areas where MIPs need the most help developing and growing a business rather than focusing on the technical aspects. My first conference changed my mindset, from being someone that completes accounts to becoming a marketer of accounting services. The level of support and encouragement from the experienced MIPs was invaluable in building my confidence to make the career change. The benefits I received from attending were huge, I gained clarity on what I wanted my business to become, met my continuity partner and also my mentor. I would recommend that all CIMA accountants attend the MIP conference. It fundamentally changed my mindset about how we can help improve the lives of the people we work with.

John Coyne
**Venue**

Crowne Plaza Hotel Heythrop Park, Heythrop Park, Enstone Chipping Norton, OX7 5UF.

Heythrop Park Resort is a unique and luxury venue set in 440 acres of stunning Oxfordshire Countryside. Dating back to 1710 this quintessential English country estate seamlessly combines elegance with style and boasts two individual hotels: the elegant Heythrop Park Hotel and the stylish Crowne Plaza Hotel. The Resort also offers a championship 18 hole standard golf course, health club & spa together with state of the art conference facilities.

To find more details on the Crowne Plaza Hotel, including personalised driving directions, visit: www.cpheythroppark.co.uk or call 01608 673434

**Prices**

- Full package: two day conference, three course gala dinner and accommodation for Friday night £375 + VAT (if you registered as a MiP after 30.6.2014 you are eligible for the reduced price of £295 + VAT)
- Full package: second and subsequent delegates from a practice will pay the price of £295 + VAT
- Two days only Friday and Saturday day conference, no accommodation or dinner £280 + VAT
- Friday conference day only £150 + VAT
- Saturday conference day only £150 + VAT
- Friday evening three course gala dinner only (optional formal/black tie) with entertainment £60 + VAT
- Family/partner accommodation (Thursday and Friday) including breakfast £40 + VAT

**Payment and booking conditions**

You may cancel your booking with no penalty up to 29 May 2015 – cancellations must be confirmed in writing (email is fine). Cancellations received after 29 May 2015 will be charged the full fee – special circumstances will be given consideration.

To book, please contact Imogen Cooper at CIMA Courses and Conferences:
T. +44 (0)20 7067 2820 | E. imogencooper@bpp.com

We look forward to seeing you all there!