Advanced Practice Management: Taking it to the next level

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We see more than numbers.

You've done it! You have built a successful practice and are now able to step back and enjoy the fruits of your labour. Or are you? Public Practice is a constantly evolving field and ensuring that your practice remains competitive and continues to develop takes time and energy.

Objective: This one and a half day seminar will focus on common challenges faced by practitioners, including billing & collection, advanced practice management tools, information technology, marketing and human resources.

Who Should Attend: This seminar is designed for experienced Public Practitioners.

Benefits of Attending: Advanced Practice Management will provide you and other established public practitioners with invaluable tools and strategies to maximize success, expand your practice, and tackle some of the common management challenges. The seminar will provide practical solutions for practitioners to help them build their business and achieve higher levels of financial success. Come and meet other practitioners, just like you, that are looking to not just survive this challenging market, but to prosper, thrive and continually evolve.

The topics of discussion will include:

Office Management
- HR management
- Office policy development
- Systems – software / hardware / social media / file management

Client Management
- Screening and choosing clients
- Making successful referrals
- Developing a preferred area of practice
- Communications with clients
- Maintaining standards

Business Management
- Public practice as a 21st century business
- Profitability/charge-out rates/ collections
- Building effective partnerships/ Partnership agreements
- Marketing
- Valuing a practice
- Succession planning
- Work/life balance

SPEAKERS

Ronald Wong
BCom, CFP, CGA

Jason Trefanenko
CGA

To register visit **cga-bc.org/PD** or call Allyson Hayward at **604.637.6801**, email: **ahayward@cga-bc.org**

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