



Jim’s Bookkeeping National Conference - “Bookkeeping from the Future”

Celebrating the 10th anniversary of Jim’s Bookkeeping

Conference Program

Friday 14th May - Registration & Welcome

Days	Session Times	Sessions
Fri	3.30-5.00 pm	Franchisor Meeting
Fri	3.30-5.00 pm	Registration – Manned by zees
Fri	4.00 – 5.00 pm	Optional Computer Lab and mix with Sponsors
Fri	6.00 pm	Happy Hour (sponsored by World Wide Printing)
Fri	2.2 Kms	Walk or taxi to Opera House/Circular Quay for tea



Saturday 15 th May - Franchisee session Day 1			
Sat	9.00-9.30 am	0.50	Welcome / house keeping Jim's Bookkeeping positioning handouts
Sat	9.30-10.00 am	0.50	Opening – Matthew Addison on Code of Conduct (TPB)
Sat	10.00-10.45 am	0.50	MYOB Tech session Screaming Advocate Case Study from Andrew Prescott
Sat	10.45 -11.05 am	0.33	Break – Morning Tea
Sat	11.05 -11.35 am	0.50	Getting yourself organized – the four D's – John Birse Jim's Bookkeeping Divisional Franchisor
Sat	11.35 – 12.05 pm	0.50	Introducing Attraction Marketing – Lisa Ball
Sat	12.05 – 12.30 pm	0.75	Case Study – Terry Shand's Experience with Attraction Marketing
Sun	12.30 – 1.15 pm	0.75	LUNCH
Sat	1.15 – 2.00 pm	0.75	Moving to Fixed Fees – Wayne Schmidt (Xero) Screaming Advocate Case Study from David Bowles
Sat	2.00 – 3.00 pm	1.00	Communicating to Communities – Hugh Lovesy from Little Fish
Sat	3.00 – 3.20 pm	0.33	Break – Afternoon Tea
Sat	3.20 – 4.00 pm	0.67	Panel 1 – Bookkeeping and the Internet with MYOB, QuickBooks, Xero and SAASU
Sat	4.00 – 5.00 pm		Optional Computer Lab and network with Sponsors
6.30 – 7.00 pm			Pre Dinner Drinks
7.00 – Late			Award Dinner and Dance (Op Shop Formal Wear)



Sunday 16th May - Franchisee Session Day 2

Sun	9.00 – 9.45 am	0.75	Working in a computerised environment – Cloud Server GlobalARK
Sun	9.45 -10.30 am	0.75	QuickBooks Tech session Screaming Advocate Case Study from Sharon Tyler
Sun	10.30 -10.50 am	0.33	Break – Morning Tea
Sun	10.50 -11.20 am	0.50	Panel 2 - Marketing yourself as a product specialist with MYOB, QuickBooks, Xero and SAASU
Sun	11.20 -11.50 am	0.50	Panel 3 – Debtor Management techniques using Computerised Accounting programs with MYOB, QuickBooks, Xero and SAASU
Sun	11.50 -12.35 pm	0.75	SASSU – Marc Lehmann CEO Screaming Advocate Case Study from Judy Campbell
Sun	12.35 -1.25 pm	0.90	LUNCH
Sun	1.25 – 2.10 pm	0.75	Your mobile phone as a portal to being a professional bookkeeper - Optus
Sun	2.10 – 2.55 pm	0.75	Getting and keeping your Certificate IV - FNS40207 – Cengage and Ongoing Professional Development
Sun	2.55 – 3.40 pm	0.75	ABN – TAX and ABN support services - David Cowling
Sun	3.40 – 4.00 pm	0.33	Closing and afternoon tea



Monday 17 th May - Franchisor Session Day 2			
Mon	9.00 – 10.00 am	1.00	Regional Reports – Strategy and Results
Mon	10.00 -10.30 am	0.50	Working with the Jim's Group - Richard Reid – C O O
Mon	10.30 -10.50 am	0.33	Break – Morning Tea
Mon	10.50 -11.45 am	0.75	Attraction Marketing – Do we take this on as a standard for getting leads, Franchisees and Franchisors?
Mon	11.45 -12.30 pm	0.75	Franchisor Business Plans – Workshop on Business Model, Goals, competitors, marketing and action plans
Mon	12.30 -1.30 pm	1.00	LUNCH
Mon	1.30 – 2.15 pm	0.75	Website, emails, GlobalARK – using the internet to best effect.
Mon	2.15 – 3.00 pm	0.75	Infokits – what we send out to prospects
Mon	3.00 – 3.45 pm	0.75	Training standards and checklists – providing high level support to franchisees and small business clients
Mon	3.45 – 4.00 pm	0.33	Closing and afternoon tea
Mon	6.00 – 8.30 pm	2.5	Information session for Prospects

Dress for the Saturday Awards night is to be “Op Shop Formal” – meaning you can spend up to \$50 at a local opportunity shop on formal dinner clothing (black tie and gowns) to add to the atmosphere of the evening. A dancing school has been booked to provide entertainment and education during the evening.

