

KEY3

Lunch with Industry Expert Joe Tarasco

Speaker : Joe Tarasco

Time: Noon – 1:30 p.m.

ABOUT THE TRACKS - *1 CPE credits available for this session*

This session is your navigational beacon to get you through the rough waters that could be ahead. During this luncheon we will be covering the latest trends in the industry, including mergers and acquisitions, the staffing crisis and predictions as to the future of the profession. We will also touch on how firms can remain independent and competitive in this rapidly changing marketplace. With an eye on radar watching for the “The Perfect Storm” or the serious problems within the CPA profession caused by the convergence of many issues, such as: the difficulty many firms have in recruiting and retaining potential accounting professionals; the large number of baby boomer partners retiring over the next ten years; the low number of accounting graduates; and retirement and succession planning issues. He will also address the roles marketing professionals can play in developing and implementing these strategies. Due to the severe shortage of qualified staff, traditional recruiting methods are no longer adequate to fulfill the capacity needs of most firms. For many firms, this is the most significant obstacle to growth and succession planning. To that end we will review how marketing professionals can play a major role in recruiting staff (and why they should), how firms can create marketing and public relations programs to attract experienced professionals and how firms can develop marketing tools and implement marketing approaches to differentiate and “best sell” the advantages of working for your firm, side by side with techniques to “close” experienced staff when making offers of employment.