



CPA Ireland Sponsorship Proposal



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About Us

The Institute of Certified Public Accountants in Ireland (CPA Ireland) is one of the main Irish accountancy bodies with over 5,000 members and students. The CPA designation is the most commonly used designation worldwide for professional accountants and the Institute's qualification enjoys wide international recognition.

Our Members

Our membership operates in public practice, industry, financial services and the public sector and CPAs work in over 48 countries around the world. Over 90% of CPA Ireland members work within the SME sector and the members working in practice are responsible for advising thousands of Irish SMEs.

CPA Ireland Brand

In November 2018, CPA Ireland is launching a new brand. The overall objective of this brand is to be the go-to accountancy body offering access for ambitious students whilst encouraging the development of existing members, empowering them to continue their careers at the highest possible standards.

Our vision is:

- To be recognised as a highly respected, premium accountancy brand with a global reach
- To be at the forefront of the accountancy profession in Ireland, attracting the brightest to join CPA Ireland
- To be seen as a game changer, pioneering new services with a wider suite of qualifications

The brand values for CPA Ireland are credible, forward thinking, assured and open.

As an accountancy body with a broad base of students and members in Ireland, it is the aim of CPA Ireland to be both open and welcoming and through all communication, supportive, aspirational, confident and knowledgeable are the tones of voice to reflect our brand.

The role of the Institute is to:

- Regulate CPAs in accordance with the law and the Institute's Code of Ethics in the public interest;
- Ensure that CPAs are constantly up to date in all matters relating to their professional work;
- Maintain the highest levels of educational standards for new entrants to the profession and
- Represent the interests of our members where appropriate.

What do we do?

The Institute fulfils its statutory role as a recognised body by overseeing the professional activities of our members in practice, and ensuring that education and training standards are maintained. As the first accountancy body to introduce a mandatory regime of Continuing Professional Development (CPD), the Institute ensures that all CPAs remain at the leading edge throughout their careers. The Institute provides a quality service to its members and students, which has been recognised through the award and maintenance of ISO 9001:2008.

International Partnerships

The Institute is active in the profession at national and international level participating in the Consultative Committee of Accountancy Bodies – Ireland – CCAB (I) and together with other leading accountancy bodies the Institute was a founding member of the International Federation of Accountants (IFAC) – the worldwide body. The Institute is also a member of the Accountancy Europe (formerly known as FEE), the representative body for the main accountancy bodies in 37 European countries.

MEMBERSHIP

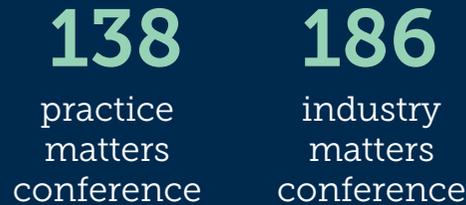
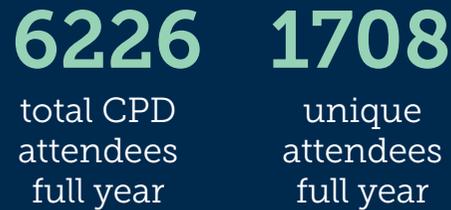
4419

total members

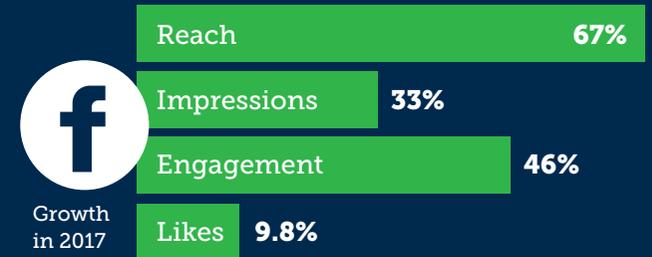
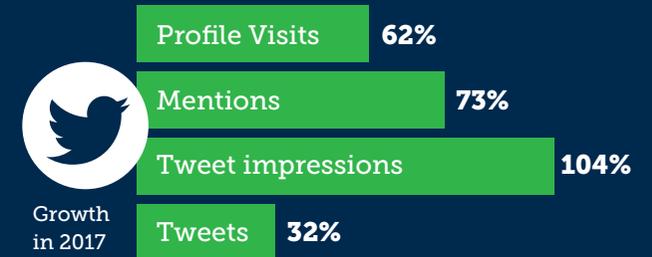


CPD ATTENDEES

The figures are based on 2016 which is the previous final year of the 3 year CPD cycle.



SOCIAL MEDIA



Benefits

Partnering with CPA Ireland to advertise, exhibit and sponsor gives you unrivalled access to a large pool of influential business people from a wide variety of backgrounds particularly in the SME arena.

It's not just 5,000 opportunities for your company to promote your brand and products but over 500,000 opportunities, can you afford not to be involved?

Collaboration with CPA will increase your company's brand recognition in the SME market by accessing a population of 5,000 accountants including the clients of 720 practicing CPA's in Ireland.

Sponsorship and Exhibition Opportunities

Direct access to your target audience by sponsoring and exhibiting at our Continuing Professional Development (CPD) conferences and other key events throughout the year. Sponsoring and exhibiting at a CPA event offers you the opportunity to network and connect with CPA's face to face.



Full year presence on CPA Ireland CPD website and promotional materials

Increase awareness of your brand through a constant presence on the CPA Ireland website and other materials including emails, conference slides, CPD brochures and CPD notespacks.

Accountancy Plus, eBulletin Articles and Webinars

Prove the expertise of your company staff through the transfer of knowledge and provide help and guidance to members of CPA through relevant and informative articles and webinars. Articles in Accountancy Plus and the eBulletin provide your company with the opportunity to share their knowledge with members of CPA Ireland, helping to cement your company as the 'go to' organisation for SMEs. Webinars provide a similar opportunity but also include a medium whereby members can ask questions of your company and gain insight into the customer service and knowledge they can expect in all dealings with you.

CPA Ireland CPD



It is the objective of CPA Ireland to be at the forefront of Accountancy CPD and to provide a flexible, supportive and bespoke Training and Development Programme.

At CPA Ireland we provide a suite of Continuing Professional Development courses for qualified Accountants aimed at Connecting their Learning to their Future. The CPD programme is developed based on member input through a Training Needs Analysis Survey and feedback forms at every course. Additionally CPA Ireland has a number of accountants on staff whose knowledge of what training is important for accountants is invaluable. We continue to provide a highly relevant, supportive and flexible CPD Programme year on year, the success of which can be measured through the large number of members in attendance at courses and the consistently high speaker ratings. Large panel of expert speakers on all topics. Speaker ratings are consistently high with an average of 4.50/5 for the year to date.

Training Channels

We train through a variety of channels which enables our members to do CPD at a time and place that is most convenient them

- Classroom courses
- Conferences
- Webinars
- Further Learning Diplomas and Certs
- Live streaming
- Text based online courses
- Learning Management System

Wide range of topics both technical and non-technical

We ensure that all our member CPD requirements are catered for through the CPD programme

- Tax
- Financial accounting
- Audit
- Practice management
- Insolvency
- Law and Regulation
- Personal and Professional Development
- Business & Finance
- Business planning for SMEs

Exciting Annual Conference speakers year on year

- Edmond Scanlon, CEO Kerry Group
- Dr Brian MacNamee, Machine Learning Expert, UCD
- Damien McDonald, Director General, Irish Farmers Association
- Kevin Toland, CEO, daa
- Dominick Chilcott, British Ambassador to Ireland
- Fayezul Choudhury, CEO, IFAC
- Ronan Lyons, Economist
- Michael O'Muircheartaigh
- Mark Redmond, CEO, American Chamber of Commerce

Marketing of CPD Courses

Following in depth research into our members CPD habits and requirements and CPD competitors we are currently developing a new marketing strategy for the CPA Ireland CPD Programme. We would welcome the opportunity to work closely with you to integrate your company into our marketing activities.

We are working closely with a content writer and graphic designer to ensure we use the correct avenues to promote a CPD product that is second to none. Our expertise lies in the development and running of the CPD Programme and we are keen to use the expertise of others to assist us in developing a comprehensive and exciting marketing plan.

As part of the CPA Ireland rebrand the CPD programme has been assigned a unique logo that will appear on all soft and hard copy materials. This logo will provide the CPD Programme with its own identity and highlight the programme as a stand out service for CPA Ireland linking all our activities together.

Annual Conference

CPA Ireland's Annual Conference is our showcase event.

Keynote speakers at recent conferences include leading Irish entrepreneurs and SME owners such as Gerard Cleary from Glenisk, Michael Carey from East Coast Bakehouse and Padraig McEneaney from Celtic Pure.

The Annual Conference provides an opportunity for senior CPA members in industry and practice to network and engage with business and thought leaders across multiple sectors of the economy. This event is chaired by a well-known person in Irish media or business (e.g. 2018 Chairperson was RTÉ's Audrey Carville, previous chairs include John Creedon & Pat Leahy) and is a must attend event for many members of the Institute who are owner-operators of SMEs or business advisors specialising in the SME sector.

Feedback from 2018 Conference:

'It is not every year that the excellent box is as strongly ticked but the speakers and the conference this year has been fantastic from the format of presenting [Audrey/Rachel] to the personal speaking presentation [Aidan, Verona and Edmond] each speaker so far has been very engaging. John; the best till last.'



Tax Conference

For CPA members in industry, or those advising small and medium businesses, keeping up to date with current tax regulations and Revenue operating procedures is of huge importance.

Each year both tax conferences (Dublin & Cork) feature subject matter experts from industry, practice and Revenue itself. The conferences are interactive events and are designed to be focussed and practical, allowing attendees to put actual cases they come across in their work to the experts and benefit from their knowledge and experience. Developments in areas such as entrepreneurs' relief, corporation tax, BES, VAT, income tax, CAT & CGT are among the most popular presentations.

Feedback from 2018 Conference:

'Very impressive speakers today'

'Exceeded expectations refreshing mix of speakers and topics'



Annual Tax Conference 2018

Tax Talks- The Road Ahead

Practice Matters Conference

The two day Practice Matters Conferences (Dublin & Cork) are the largest gatherings in Ireland of accountancy practitioners serving the SME sector.

These events are a highlight of the calendar for practitioners to network and find out about issues affecting their clients. In addition to topical relevant presentations on changes in financial and management accounting, the content of the conferences recognise that practitioners are increasingly business advisors. Advising on funding of new businesses, growth strategies and company formations have become increasingly important to our members, and therefore feature regularly in these events.

Feedback from 2017 Conference:

'Very good subjects and speakers'

'Found it very informative'



Industry Matters Conference

From being owner-operators of their own businesses, leading finance teams in larger organisations to being CEO of some of Ireland's largest PLCs, CPA members who work in industry can be found in all types of organisations.

However, most of our members work in small to medium size organisations, often leading the finance function, and the focus of the Industry Matters Conferences (Dublin & Cork) are targeted at these members. Over the course of the two days, topics such as the upcoming economic outlook, accessing funding, e-commerce and, more recently, how Brexit will affect SMEs have been requested alongside core accounting topics.

Feedback from 2017 Conference:

'Fabulous, informative, to the point, relevant'

'Really good topics this year'

CPA
IRELAND | CERTIFIED
PUBLIC
ACCOUNTANTS

ANNUAL
INDUSTRY MATTERS
CONFERENCE 2018

**“GEARING
UP FOR
GROWTH”**

Women in Business

Recent research from Grant Thornton reveals that, in Ireland, only 24% of senior leadership roles are currently held by women. Statistics for the number of board positions held by companies on the ISEQ were even lower (8%).

The CPA Ireland Women in Business Events consistently address these issues and over the past 9 years we have made both business acumen and personal and professional development skills the core focus of the events. Speakers have included those who have started their own companies including, Sarah Martin, CEO Mamabud, Sarah O'Connor and Isolde Johnson, Cool Food Co (formerly Cool Beans) and Fiona Falconer, Wild About. Women in leadership roles and those promoting leadership roles for women have had a big impact on the events with Sarah O'Connor, CEO of the Irish Asthma Society and Orla O'Connor, Director of the National Women's Council of Ireland proving inspirational and thought provoking presentations. We also recognise the importance of helping women to feel more comfortable in the workplace and to that end have been delighted to have had Kathryn Byrne, Your Image Matters talk to women about building their personal brand as well as Elaine Brady, Managing Partner, Barden provide advice on networking and career strategies.

Feedback from 2018 Women in Business

'I attend this course every year as it is inspiring to hear the stories of female high achievers'

'I love this course, I go every year'

'The women speakers giving confidence to show me that I can do more and carry out my future plans'



Elaine Brady, MD of Barden Recruitment, addresses the Women in Business event 2018.

Classroom Courses

CPA Ireland runs a large number of courses (70 plus) both in Dublin and around the country responding to member needs identified in our Training Needs Analysis.

Topics include Audit (Practice & Exemption), Company Secretarial, Financial Accounting etc. These courses are delivered by a range of subject matter experts who have long established reputations with CPA Ireland and are well known to our members.

Feedback from 2018 Courses:

*'Both were great speakers- both subjects very relevant to Accountancy in Practice'
(Tax & Audit update)*

*'Overall found the course very useful'
(Project Management)*

*'The 2 days were excellent. Very engaging and stimulation'
(CPD Wrap Ups)*



Webinars

Webinars have become a critical part of the CPA Ireland CPD Programme in recent years. These bitesize, one hour sessions are generally organised for lunchtime. Webinars can be done on standalone topics, or can be part of a series looking at one or more related areas.

Our in-house webcasting facility allows CPA to deliver specialised content that our members benefit from, covering a range of technical and personal development areas. Depending on the topic, audiences can range from 20 attendees to over 200.

Feedback from 2018 Webinars:

"I thought the course was very informative and full of practical information"
(CV & Cover Letter Writing)

"Information provided was excellent"
(Providing a Company Secretarial Service)

"We'd be lost without these quarterly e-Brief webinars"
(Revenue eBriefing Webinar #2)

Learning Management System & Live Streaming



In order to offer the most up to date learning environment and medium for our members CPA Ireland has launched a Learning Management System and developed Live Streaming Capabilities. Members who work in SMEs don't always have the time to leave the office and attend CPD events, by offering courses online, both live and recorded, we are providing multiple opportunities for SMEs to upskill their staff.

After much research we established that Canvas is the superior Learning Management system for modern learners. It is a cloud-based LMS that makes teaching and learning easier. The tools are designed to be used online, on mobile and on tablet. But most of all, they're designed to be used to enhance the learning experience for the user by organising the eLearning content into one location and allowing users to engage and connect with others. Through the LMS we are able to livestream and record our courses allowing members to access them at a time and place that works best for them.

CPA Ireland Publications

Accountancy Plus

Accountancy Plus is the official journal of CPA Ireland. It is the primary means of communication between the Institute and its members, students and affiliates and a copy is sent automatically as part of their annual subscription. A copy is sent to over 5000 members and students, over 150 approved employer partners and a number of other subscribers, on a quarterly basis in hardcopy and softcopy.

Each edition focuses on key issues affecting Financial Reporting, Law & Regulation, Taxation, Finance & Management, Personal Development, In Practice, IT as well as including International News, CPD News, Institute News, Students News, CPA profiles, an opinion piece, a leadership piece and a message from our President.

Authors from the past year include: Jim Power, Economist, Sarah O'Connor, CEO, Asthma Society of Ireland, Eamonn O'Reilly, CEO, Dublin Port, John McGrane, Director General, British Irish Chamber of Commerce, Jerry Meredith, Freight Transport Association Ireland, Verona Murphy, Irish Road Hauliers Association, Fergal O'Rourke, Managing Partner, PWC, Peter Reilly, Tax Policy Director, PWC, Rachel Grimes, President, International Federation of Accountants



eBulletin

The CPA Ireland eBulletin is sent to members on the last Friday of every month. Included in the bulletin are articles on Technical & Legal Updates, Tax, Working in Practice, Business News, CPD News, Institute News.

The eBulletin is sent to over 4,000 members and affiliates.

Recent articles include An Introduction to Authorised Economic Operators, The tax treatment of cryptocurrency transactions, Important Notice for Firms Holding CPA Investment Business Authorisation and The 5th Anti-Money Laundering Directive - What changes for accountants?

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As an accountancy body with a broad base of students and members in Ireland, it is the aim of CPA Ireland to be both open and welcoming and through all communication, supportive, aspirational, confident and knowledgeable are the tones of voice to reflect our brand.



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