



SBC Global
Alliance

2nd Annual Conference 2020

Friday 20th November 2020 1:30pm – 4:00pm (GMT)
Virtual Event by Demio

At the beginning of the year, few, if any of us, would have thought that businesses, including our own firms, would be facing such unprecedented circumstances. The way we work, where we work, when we work and even the type of work we do has changed, in some cases beyond belief. Whilst many have adapted to the situation, others have, to coin lockdown phrases, had to reposition and even pivot their businesses.

There is one thing that is certain, the pandemic has and will continue to have a lasting impact on all of our firms. Whilst opportunity prevails, we also face a number of challenges including the need to look at our firms from a new perspective. Our second annual conference will focus on what an accounting, assurance, tax and business advisory firm might look like in the future, as we get to grips with what might be called the new norm.

Speakers & Topics

The Firm of the Future

Bernard Savage, Director, Size 10½ Boots

Our conference will include a keynote presentation and interactive session from Bernard Savage, one half of Size 10½ Boots, a specialist business development agency that works exclusively in the professional services sector, which includes working with accountancy firms. Bernard's research and consultancy experience is supplemented with 12 years blue-chip experience working in senior sales and marketing roles at Procter and Gamble and Shell and also two years as a marketing director at leading law firm Eversheds.

Bernard is a thought provoking, insightful and accomplished speaker who has spoken at many international professional services conferences.



Through his presentation he will consider what has brought about the changes we currently face, what is different for us and what the long-lasting impact and trends will be, as

well as how we might adapt and respond to them. The session will be interactive with the chance for delegates to participate in discussion.

Marketing for professional firms

Staying ahead of your competitors

The second half of the conference will look at the latest thinking and techniques for marketing a professional firm and in particular the growing and even accelerated use of content and digital marketing, as well as the importance of key influencer branding and marketing.

Enhancing the return from existing clients through effective content marketing

Gerald van Leest, Partner, Informagement



Informagement was established in Geldrop, Holland in 2002 by two accountants who were looking for a way of communicating more effectively with their clients. Having set up Informagement and developed v1 of the

Informagement system, a new way of sending out newsletters was born.

Gerald's presentation will focus on how it is possible to create, not just a more meaningful client relationship but also an improved financial return, for the firm through the development of specialist targeted content and the use of integrated digital marketing communications. As part of this session he will provide delegates with a demonstration of Informagement's platform as well as showcase the organisation's content generation for accountancy firms.

Invigorating your Firm's Marketing

Peter Watson, Managing Director, Distract

Peter Watson is the co-founder and managing director of award-winning advertising and digital agency Distract, which he established in 2015 whilst in his second year at university. Distract has grown to a team of 17, serving more than 75 clients across the UK and beyond.



Peter is a well-known business speaker and innovator. He is also a supporter of young entrepreneurs with a business incubator company 'Featured' that invests in developing start-ups.

Winner of the title Young Entrepreneur of the Year, Peter has more recently been named as an Institute of Directors Regional Ambassador for Marketing & Communications.

In this session Peter will be sharing some of his insights into marketing within the accountancy space, with some of the latest trends and techniques that you can takeaway and implement within your own firm. You will go away from this seminar feeling invigorated and empowered for your firm's marketing.

This conference will be hosted online using the digital platform Demio. Each delegate will need to register individually to receive a unique join link to access the conference.

In addition to the formal part of the conference, delegates will be able to meet and network online from 13:30 until 13:45 prior to the start of the presentations.

Should you require any further information please email jpinchbeck@streetsweb.co.uk or call James Pinchbeck, Marketing Partner at Streets/SBC Global Alliance on +44 (0)7710 525746

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