



ENGAGE

Are You Ready?

June 11-14, 2018

MGM Grand Las Vegas
Live & Online



PLAN FUN BEFORE YOU ARRIVE -

- MGMGrand.com
- Vegas.com
- LasVegas.com
- VisitLasVegas.com
- LVCVA.com

Larry's CPAFMA National Conference Story

- Has attended 5 National Practice Management Conferences
- Member since 2013
- National Board leader
- 10+ years experience

Larry Sheftel, PHR, SHRM-CP, PAFM
Vice President, Human Resources
Aprio, LLP

450 person firm with offices in Atlanta, Birmingham, Sarasota and New York



Jeanie's CPAFMA National Conference Story


- Has attended 25 National Practice Management Conferences
- Member since 1991
- National Board leader
- 25+ years experience



Jeanie Price, PAFM

Partner and Director of Administration
DeLeon & Stang, CPAs & Advisors

40 person firm with offices in Gaithersburg and Frederick, MD and Leesburg, VA



You've made a wise
decision by attending
the 2018 CPAFMA
National Practice
Management
Conference and
AICPA ENGAGE

Access to 6 conferences.

Advanced
Estate
Planning
Conference

Advanced
Personal
Financial
Planning
Conference

CPA Firm
Management
Association
National
Conference

National
Advanced
Accounting and
Auditing
Technical
Symposium

Practitioners
Symposium and
TECH+
Conference

Tax Strategies
for the
High-Income
Individual

Workshop
Human
Capital

Follow the **GREEN** at the Conference, on the app, in the exhibit hall, at the registration desk (**select a green lanyard with your name badge**) and during lunches.





MGM GRAND
CONFERENCE
CENTER

**Welcome to the
MGM Grand Las Vegas**

THINGS TO KNOW ABOUT THE MGM CONFERENCE CENTER

It is .9 miles from the hotel to the
Conference Center – comfy shoes!



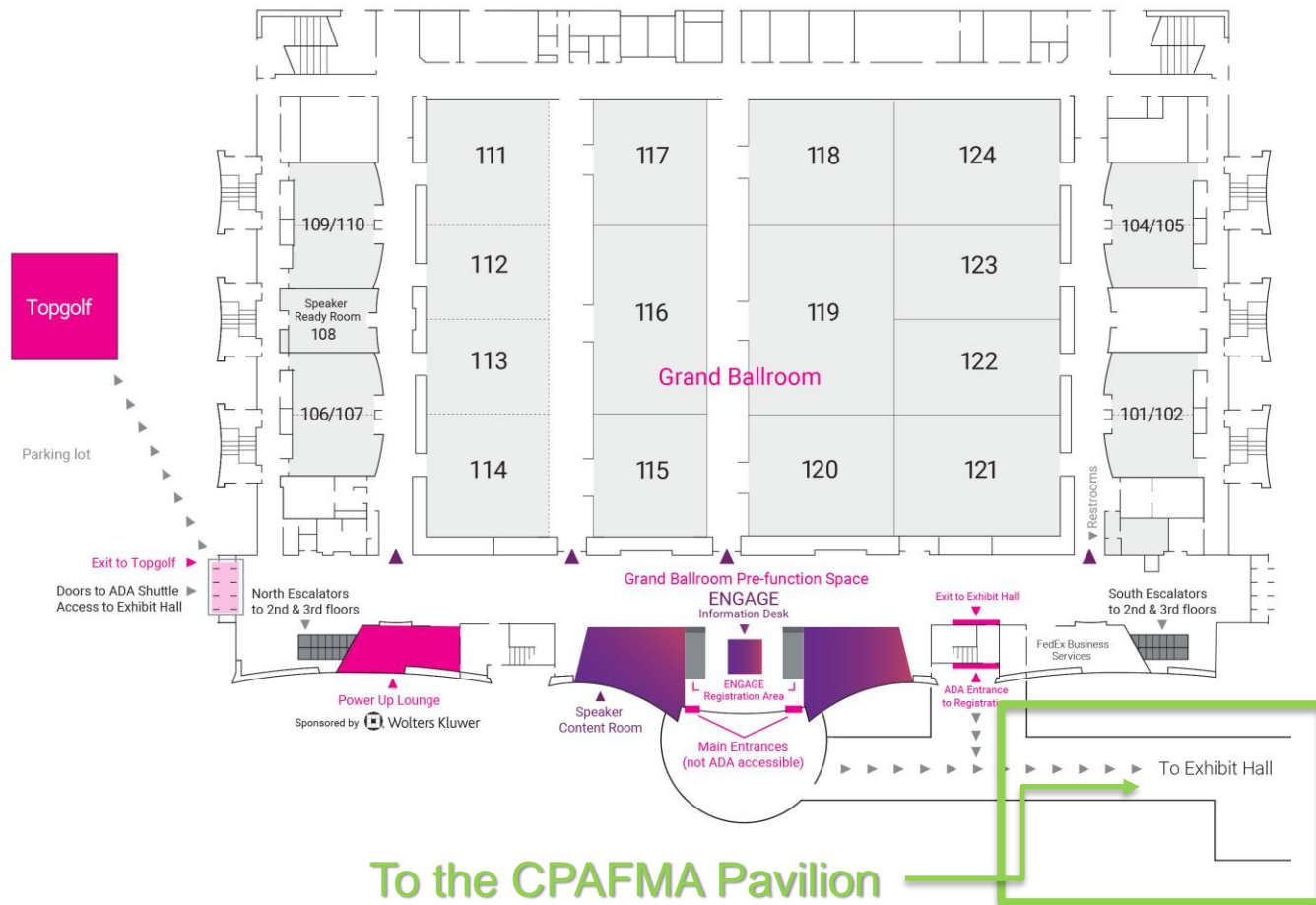
Dress casually – be comfortable!



Meeting rooms could be COLD –
bring a sweater or jacket.

Conference Center

It is .9 miles from the hotel rooms to the Conference Center at MGM – comfortable shoes are a must!



CPAFMA Pavilion

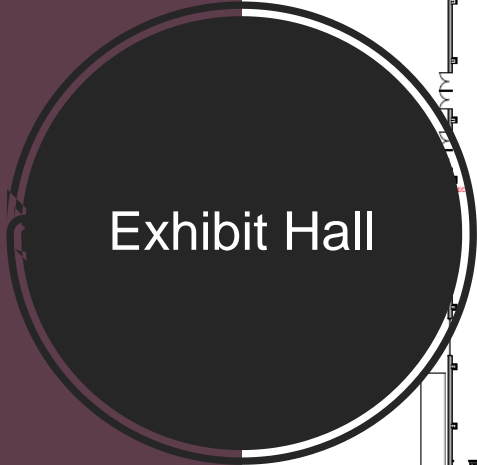
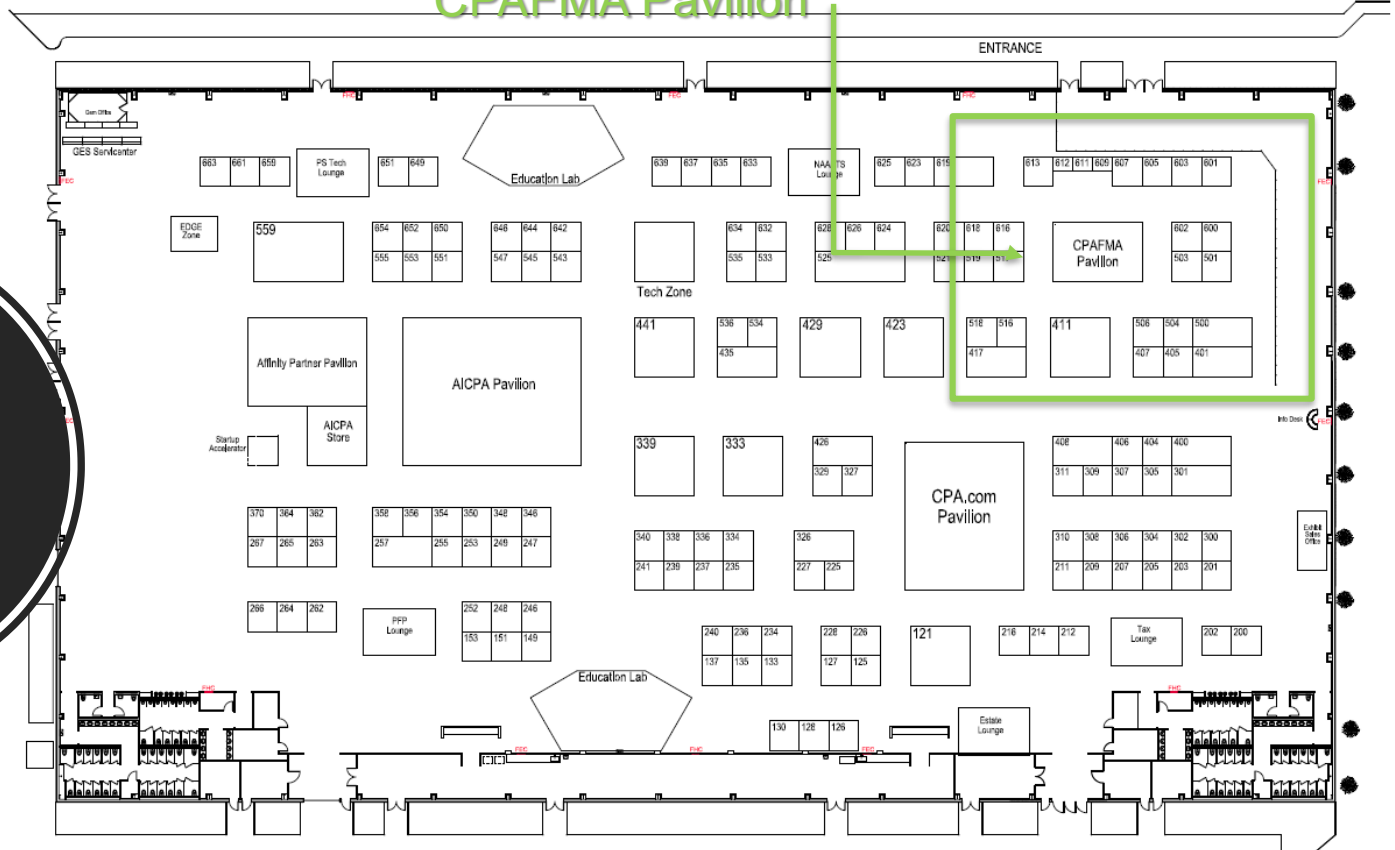


Exhibit Hall



ENGAGE Conference
June 11 - 14, 2018
MGM Grand - Marquee Ballroom

A photograph of a group of people on a stage during an awards ceremony. A man in a dark suit is presenting an award to a woman in a red skirt. Other people are standing behind them. The background features a large tapestry and a classical architectural setting. A large, colorful, stylized logo for CPAFMA is overlaid on the right side of the image.

CPAFMA Awards & Recognition Reception

- ACE Award
- Emerging Leader Award
- PAFM Recognitions
- Leadership Service


Wednesday, June 13 | 4:35-5:50 PM

You Will Eat Well






- **Continental Breakfasts**
- **Box Lunches and Sandwiches**
- **Beverages**
- **Appetizers and Cocktails**
- **Restaurants in Las Vegas are busy – Reservations for even small groups are recommended**

- Pack a candy bar so you don't get hangry
- The MGM uses bubblers instead of bottled waters so carry a water bottle or tumbler




ROI



Leading CPA firm practice management while empowering all CPA firms to thrive.

- 
Expanding Knowledge
- 
Sharing Experiences
- 
Achieving Through Collaboration
- 
Influencing Leadership
- 
Envisioning Possibilities

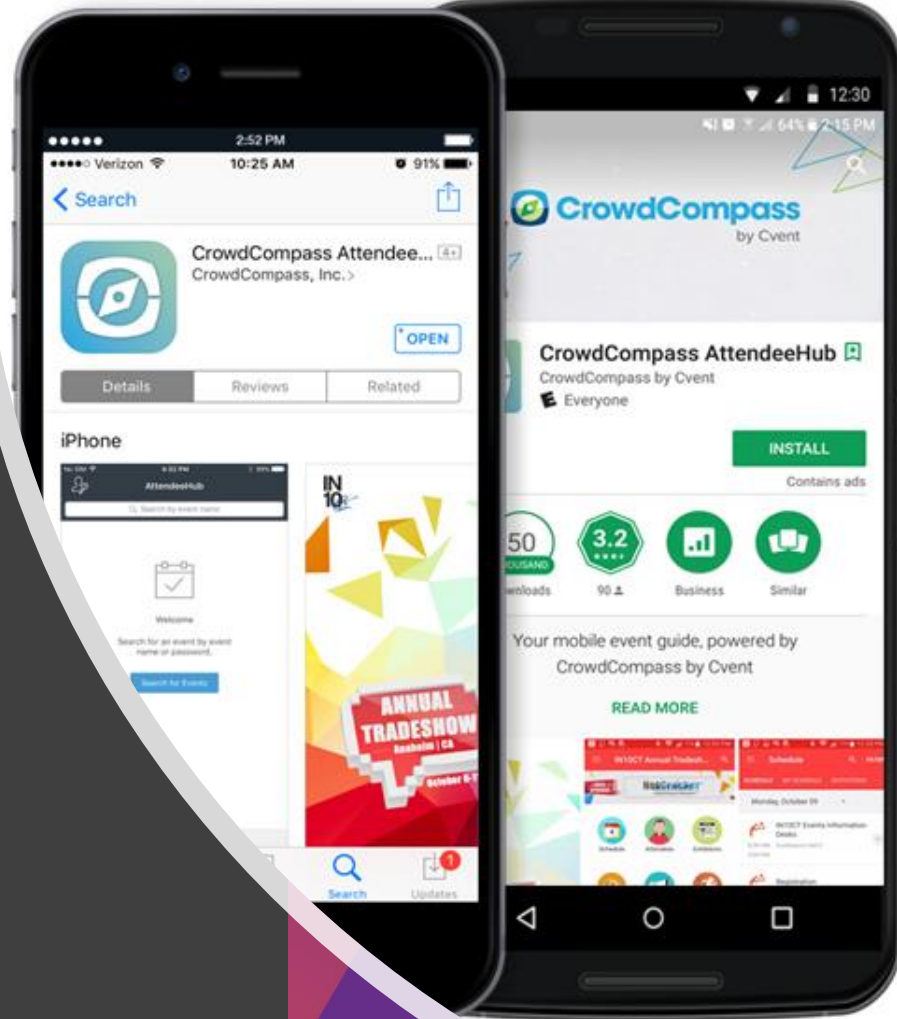
www.cpaafma.org

- You are among the best of the best
 - Network and ask questions
- You found CPAFMA
 - Continue the education of professionals managing accounting firms
- We have the resources, alliances and partnerships to help you succeed

Conference App

- Search and download “Attendee Hub” app in the Google Play Store or Apple Store
- Search for **AICPA ENGAGE 2018** and open
- If you have not previously logged in, you will receive a code





Activity Feed



Conference
Agenda



Speak



Sponsors



Exhibitors

Message Kim Fantaci for any CPAFMA questions or needs

WHAT CAN I DO WITH THE APP?

- Ask questions in the sessions you attend
- Post feedback, ideas and pictures in the Activity Feed
- View your personalized agenda
- Find vendors for your firm
- Meet your peers
- Obtain CPE

#NPMC18
#AICPAENGAGE

CONNECT
CPA Firm Management Association





ACTIVITIES NOT TO MISS

1

FIRM SIZE
BREAKOUTS
AND LUNCH &
LEARNS

2

CPAFMA
PAVILION IN
THE EXHIBIT
HALL

3

CPAFMA
AWARDS &
RECOGNITION
RECEPTION

4

50 IDEAS IN 50
MINUTES
CAPSTONE
SESSION



A Few Conference Highlights

“I never thought about it that way.”

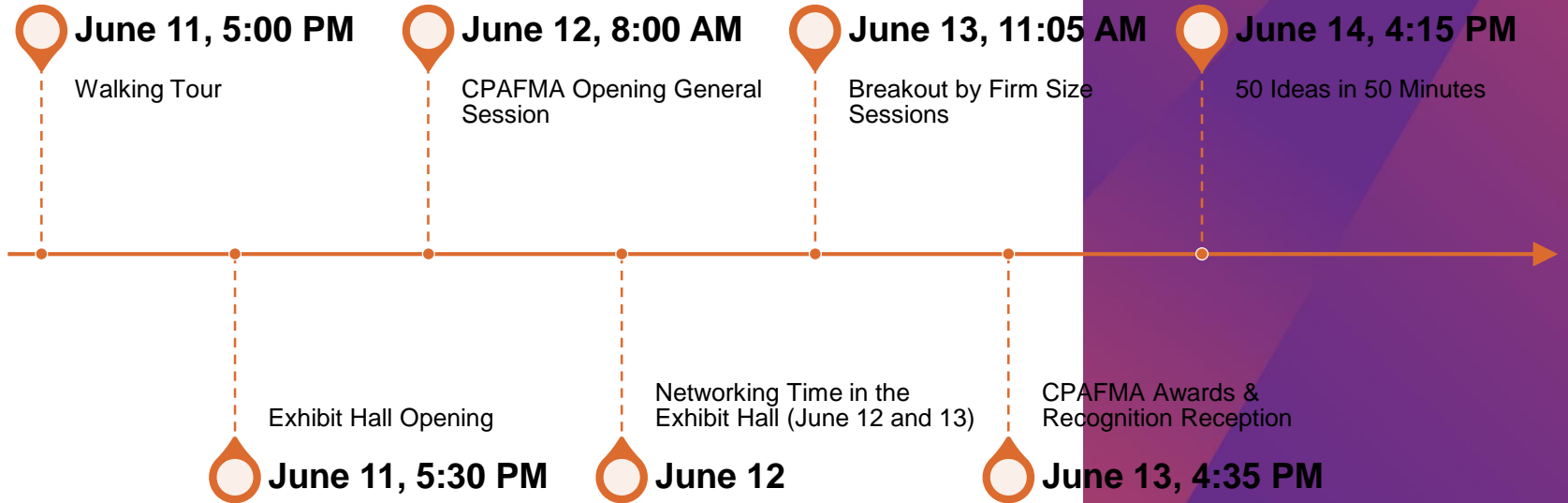
If that doesn't cross your mind at least once during each session – well, we haven't done our job. CPAFMA's NPMC and AICPA ENGAGE brings together 290 technical experts, thought leaders and the best minds in accounting and leadership.

- Top Notch Keynote Speakers
- CPAFMA General Sessions
- Sold Out Exhibit Hall
- More than 300 Sessions

Get the Most Out of your Conference Experience

Ask	Ask questions and use your “Notes” and “Reminder” apps
Meet	Meet with your firm’s leadership before and after the Conference
Bring	Bring plenty of business cards
Connect	Connect with other members for knowledge sharing and make new friends
Talk	Talk with the speakers and vendors
Wear	Wear comfortable casual attire (meetings rooms can be cold) and walking shoes

Can't Miss Timeline



How to Get the Most

1

Use the Conference app to access schedules, speaker information, course materials, evaluations, CPE and more

2

Eavesdrop often and be obvious about it

3

Talk with the speakers and vendors

4

Use social networking and CPAFMA's Connect

Important Stuff

- **Ground Transportation**
 - Taxi, SuperShuttle
- **Hotel Reservations**
 - Bring your MGM Grand confirmation number
- **Food Restrictions**
 - Let CPAFMA know if you have any
- **Wi-Fi**
 - Will be available throughout the Conference Center
- **Packing**
 - It will be hot in Las Vegas but cool inside



ENGAGING

CPA

CPA

SAVE THE DATE

June 9-13, 2019

MGM Grand | Las Vegas

CPA FIRM
MANAGEMENT