



Future of Small and Medium Practices Marketing and Communications



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Mike Crook

21.07.2021 16⁰⁰ - 17³⁰

Agenda

16⁰⁰ Opening Remarks

16⁰⁵ Introduction

Paul Thompson, Director of European Federation of Accountants and Auditors for SMEs and World Bank Consultant

16¹⁵ How to grow your practice through marketing

Mike Crook, Managing Director of PracticeWeb

17⁰⁵ Questions and Answers

Irina Gordeladze, Senior Consultant, World Bank

17³⁰ Closing Remarks

Pre-Reading

COVID-19 - the SMP's road to recovery, ACCA

Practice Transformation Action Plan – A Roadmap to the Future, IFAC

Module 3 - Building and Growing Your Firm , IFAC

Module 6 – Client Relationship Management, IFAC

It's important for firms to carry on marketing and advertising during the crisis, ACCA

Showing SMEs the value of your advice: insights for accountants PracticeWeb

Does marketing really work for accountants? The answer lies in the data, PracticeWeb

Build an online advisory firm in three steps, part one, PracticeWeb