



## Future of Small and Medium Practices Marketing and Communications



Paul Thompeon



Mike Crook

16.09.2021 16<sup>00</sup> - 17<sup>30</sup>

### Agenda

#### 16<sup>00</sup> Opening Remarks

Natalie Manuilova, Senior Financial Management Specialist, Project Leader, World Bank

#### 16<sup>05</sup> Introduction

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

#### 16<sup>15</sup> How to grow your practice through marketing

Mike Crook, Managing Director of PracticeWeb

#### 17<sup>05</sup> Questions and Answers

Irina Gordeladze, Senior Consultant, World Bank

#### 17<sup>30</sup> 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