



Time	Track	Level	Number	Title	Presenter	Co-presenter(s)
<b>Day One – Monday, December 4</b>						
Noon-7:00pm	Registration and message center open					
8:00-11:00am	Pre-conference workshops					
Select one	Business	Developing	101	Identify, Attract, Earn "The Right" Clients to Build Your Practice	Dawn Westerberg	Kevin Cumley, Nicole Ksiazek
	Technical	Developing	102	Beyond the Basics of Bill.com Automating More Than A/P	Mark Tran	Sarah Hillard
11:00am-12:30pm	Technical	Foundational	104	Learning labs		
General sessions						
2:00-2:15pm	Welcome and introduction					
2:15-3:30pm	Keynote presentation					
3:40-4:30pm	Leadership	All	1	How to Get Your Firm Thinking Like a Startup: What Silicon Valley Has to Teach Us About Innovation	Marc Randolph	Panelists: Ron Quaranta, Richard Price
	Technical	All	2	Practical Applications of Artificial Intelligence in the Accounting Profession	Leon Katsnelson	
4:30-5:00pm	Refreshment break					
5:00-5:50pm	General session					
			3	Round Table Discussions		
6:30-9:00pm	Networking reception					
<b>Day Two – Tuesday, December 5</b>						
7:00am-6:00pm	Registration and message center open					
7:00-8:00am	Continental breakfast					
	General session					
8:00-8:50am	Keynote presentation					
		All	4	State of the Profession	Barry Melancon	
9:00-10:15am	Concurrent sessions					
Select one	Leadership	All	5	Five Years In	Moderator: Samantha Mansfield	Panelists: Jeff Seargeant, Dixie McCurley
	Technical	Foundational	6	Revenue Recognition		
	Business	Developing	7	Beyond the Engagement Letter: Risk Management Issues in CAS	Stan Sterna	
	Leadership	All	8	The Audit of the Future: Myth or Reality?	Al Anderson	
10:15-10:35am	Refreshment and networking break					
10:35-11:25am	Concurrent sessions					
Select one	Leadership	Foundational	9	Turning the Boat	Moderator: Matthew West	Panelists: Michelle Golden, Carolyn Hall, Kevin Stephens
	Technical	Developing	10	Digital Delivery	Moderator: Chris Cromer	Panelists: Natalie Hoffman, Marcus Wagner, Cari Weston
	Technical	Developing	11	SSARS21: Continuing the Implementation Discussion	Robert Durak	Al Anderson
	Business	Foundational	12	Best Practices for Effective Proposals and SOWs for Client Accounting Services		
11:35am-12:35pm	Concurrent sessions					
Select one	Leadership	All	13	The Anticipatory CPA: Using Hard Trends to Find Breakthrough Opportunities	Tom Hood	
	Technical	Foundational	14	Cybersecurity: What You Can Do	Steve Ursillo	
	Leadership	Developing	15	Client Accounting Service Success Measures: Managing the Difference	Jen Wilson	
	Business	Foundational	16	Are You a Virtual CFO?	Kevin Cumley	Nicole Ksiazek, Sharon Berman, Marcus Wagner
12:25-1:30pm	Lunch					
1:00-1:30pm	Vendor community activity					
1:30-2:45pm	Concurrent sessions					
Select one	Leadership	Developing	17	Creating Buy-In and Support for Your Client Accounting Practice	Jen Wilson	
	Technical	Foundational	18	New Frontier: Data Analytics	Jim Bourke	Daniel Cohen-Dumani
	Technical	Foundational	19	Blockchain Primer	Ron Quaranta	
	Business	Developing	20	Properly Scoping CAS Engagements Through Effective Client Assessments	Dixie McCurley	
2:45-3:15pm	Refreshment break					
3:15-4:30pm	Concurrent sessions					
Select one	Leadership		21	Getting QC & CAS Leaders Discussing SSARS21	Robert Durak	Sharon Berman
	Leadership		22	Alternate Talent Strategies for the Challenges of Today	Danielle McCormick	
	Technical		23	Conducting Effective Digital Meetings	Katie Tolin	Mishel Justesen
	Technical		24	Sales and Use Tax: Triggers to Watch by Industry	Chris Livingston	
4:40-5:30pm	General session					
		All	25	Round Table Discussions		
5:30-6:30pm	Networking reception					
<b>Day Three – Wednesday, December 6</b>						
7:00am-Noon	Registration and message center open					
7:00-8:00am	Continental breakfast					
8:00-8:50am	Keynote presentation					
		All	26	Digital CPA Update	Erik Asgeirsson	
9:00-9:50am	Concurrent sessions					
Select one	Leadership	Foundational	27	Advisory Services as Future of the Profession	Joey Havens	
	Technical	All	28	Workflow Solutions Applicable for the CAS Practice	Michael Wherry	
	Business	Foundational	29	High Tech + Client Focused = Tomorrow's Tax Adviser	Cari Weston	
	Business	Developing	30	The New Language of Pricing: Building Your Solution-centric Culture	Michelle Golden	
10:10-11:00am	Concurrent sessions					
Select one	Technical		31	CAS Ecosystem		
	Business		32	Converting Compliance Engagements Into Strategic Opportunities	Ken Sanginario	
	Leadership		33	Firm in Motion	Lisa Simpson	Carl Peterson
	Business		34	Recruiting and Staffing Client Accounting Services	Steven Harris	Panelist: Danielle McCormick, Natalie Hoffmann
11:05-11:55am	Keynote presentation					
			35	The Seven Choices to Ignite Your Radically Inspired Life	John O'Leary	
11:55am-Noon	Closing words					