

A seminar organised by Relate Software in association with the IT committee of the Institute of Chartered Accountants in Ireland

The Annual Chartered Accountants Technology Seminar 2010

Navigating the Cloud

Belfast – Tuesday 12th January 2010
Europa Hotel, Great Victoria Street, Belfast

Dublin – Wednesday 13th January 2010
Chartered Accountants House,
47-49 Pearse Street, Dublin 2

Cork – Thursday 14th January 2010,
Clarion Hotel, Lapps Quay, Cork

The seminar is
FREE OF CHARGE
to practitioners

CPD: 2.5 HOURS



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Navigating the Cloud

Overview

Every year the Chartered Accountants IT Services Committee and Relate Software brings a seminar covering the latest IT topics to practitioners. This year's event focuses on Cloud Computing. New Cloud computing services are consistently being developed. Major operators are entering the cloud space. Practitioners ask "What is cloud, and how will it impact on me?"

A major part of the programme is dedicated to cloud, but the seminar will also address social networking, the good and the bad; marketing through clever use of IT, mobile working, and broadband issues. The latest IT gadgets and an accountancy software overview will complete the programme.



Welcome Address

Richard Day FCA, Partner, PricewaterhouseCoopers

Richard will chair the meeting as well as give an outline of the latest developments in the adoption of the XBRL taxonomy in Ireland including an update on the CRO pilot project.



Outlook is Cloudy & Bright / Windows 7 and Office 2010

Ivan Gomez, Senior Director Business Incubation and Online Services, Microsoft Ireland

Ivan will discuss the Cloud and Cloud technology. Terminology can be confusing in this area but there is no doubt that the Cloud is here to stay. Ivan will give some examples of where Microsoft sees the Cloud developing and also show how accountants can make best use of the latest advances in the Cloud. The changes to Microsoft's operating system Windows 7 will be outlined, along with a preview of Office 2010 due for release in the middle of January.



Accounts in the Cloud

Tony Connolly FCA, Director AccountsIQ

Tony will give an overview of what the Cloud has to offer practitioners in terms of efficiencies, and identify the major suppliers in this area. He will indicate the positives and negatives around the usage of online versus offline applications and anticipate how Cloud computing will develop in the coming years.



How to use CRM to build a better business

Rachel Killeen, Killeen Communications

Rachel has worked in financial services for over twenty years, managing marketing, communications and sales activity. She established a communications consultancy practice in 2008, specialising in business to business marketing. CRM is key to business development. She takes some practical examples from her forthcoming book – Create, Communicate and Collaborate – to help you on the road to greater business success.



What you need to know about Broadband

Fran Rooney, Chairman, Ice Broadband

Fran will outline the issues surrounding business broadband, the kind of sales pitches that entrap end users, and how to ensure that you get what you have bought. Contention rates, speed checks and wireless will all be discussed.



Social Networking Sites

Stephen Molloy, Manager Member Services, Chartered Accountants Ireland

Stephen will discuss the ever increasing usage of social networking sites such as Facebook, Twitter, YouTube and LinkedIn. The trend in larger firms is to ban the usage of such sites as staff may spend productive time connecting with friends and family during working hours. But the business case for use of such sites has been proven and through their use key staff can build associations leading to business growth.



Office Mobility

Belfast - FPM

Dublin - Anne Brady FCA, Partner, Anne Brady McQuillans DFK,

Cork - Moore Stephens Maples

The speakers will offer a practical approach to mobile working, explaining the kind of technology their firms have deployed so that staff are always in touch and online. They will demonstrate the kind of mobile devices being used and also the online interactions that have developed.



Review Of Accountancy Software

Níall Fitzgerald, Practice Consultant, Chartered Accountants Ireland

Níall will present a review of how accounting software packages and IT are being applied effectively by practitioners across the country. He will also provide an insight to some smart strategies of how IT is being applied in accounting practices to increase profitability.



Gadgets & Gizmos

Brendan Egan, CEO, Quasar Technology

Brendan will demonstrate a range of portable gadgets such as the Digital Notepad and Pen Scanners. He will also show a range of portable chargers. These light and compact devices are great for partners on the move. He will also present some products for entertainment purposes such as the smallest digital video camera in the world as well as portable stereo speakers for your pc.

Supported By:

We try to bring relevant trade stands to each event and this year we are delighted with support from the following companies.



PROGRAMME

8.30 – 9.00am	Registration
9.00 – 9.10am	Welcome and Introduction to XBRL
9.10 – 9.35am	The Outlook is Cloudy & Bright/Windows 7 and Office 2010
9.35 – 10.00am	Accounts in the Cloud
10.00 – 10.15am	Social Networking Sites
10.15 – 10.40am	Refreshment Break
10.40 – 11.00am	What you need to know about Broadband
11.00 – 11.15am	How to use CRM to build a better business
11.15 – 11.30am	Office Mobility
11.30 – 11.45am	Review of Accountancy Software & IT
11.45 – 12.00pm	Gadgets & Gizmos
12.00 – 12.15pm	Questions & Answers

Please note- programme is subject to change and please book early as places will be limited

Seminar Registration

To register email:

members.ervices@charteredaccountants.ie
with subject line IT Seminar, indicating

- a) name of delegate
- b) firm name
- c) email address
- d) mobile phone number
- e) Date and Venue of event

Your booking will be acknowledged within three working days. If you do not receive an acknowledgement, please phone

DATA PROTECTION

Please be advised that your personal information will be processed in accordance with the Data Protection Acts 1988 and 2003. This information will be used for the purposes of processing your booking form.