

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

Putting IT into Practice

The Annual ICAI Technology Seminar
for Accountants in Practice

Dublin - Wednesday 9th January 2008, Crowne Plaza Hotel

Crowne Plaza Hotel, Northwood Park, Santry, Dublin

Cork - Thursday 10th January 2008, Clarion Hotel

Clarion Hotel, Lapps Quay, Cork

Belfast - Wednesday 13th February 2008, Europa Hotel

Europa Hotel, Great Victoria Street, Belfast

The seminar is FREE OF CHARGE to practitioners

CPD: 2.5 HOURS



THE INSTITUTE OF
Chartered Accountants
IN IRELAND



Now in its fourth year, the Annual ICAI IT seminar has gone from strength to strength attracting over 550 attendees in Dublin, Cork and Belfast and with previous guest presenters from leading ICT companies Intel, Microsoft, HP, Vodafone, Google, Relate Software and many others. Designed for partners and managers in practice this IT seminar mixes conceptual talks and practical applications of the latest technology.

The seminar is **FREE OF CHARGE** to practitioners and we would like to thank our sponsors for their support. This year's seminar will be split into two distinct sections:

- **The Early Morning Session**
Practice Management and the Role of IT
- **The Mid-Morning Session**
Putting IT into Practice - Practical Applications

The Early Morning Session

Practice Management and the Role of IT



Welcome Address

Richard Day, FCA, Partner, Price Waterhouse Coopers (PwC)

Richard will chair the seminar on behalf of the ICAI IT committee. He is a partner with PwC specialising in financial reporting processes and systems and the effective use of technology including databases, spreadsheets and XBRL servicing principally Financial Services, Technology and Communications clients.



Practice Management

Sean Kilemade, Head of Practice Consulting at the ICAI

ICAI Practice Consulting work with practices giving technical advice and solving business improvement issues, helping practitioners to become more successful at achieving results as they learn to work more effectively on managing their people, their projects and day-to-day tasks. Sean will demonstrate how your practice can benefit from innovation in IT.



Guest Keynote Speaker

Ray Mack FCA, Partner, Kenway Mack Slusarchuk Stewart LLP, Calgary, Canada

Relate Software and the IT Committee of the ICAI are pleased to welcome Ray Mack a renowned expert in Practice Management. Based in Calgary, Canada, Ray is President of DFK International the major international network of independent accounting firms and business advisors with over 280 offices worldwide.

Ray will showcase the latest trends in the use of IT for Practice Management from DFK offices across the world. Ray's technology updates are widely acknowledged as popular guides for accountants in practice.

The Mid-Morning Session

Putting IT into Practice - Practical Examples



Secure Website for Clients to Access Their Data

Leon du Plooy - IT Manager at Ellacotts LLP. Banbury, Oxfordshire, England

Leon has been with Ellacotts LLP since 2003 and during his time taken on several development projects making Ellacotts pioneers in Paperless working and moving them toward an IT-focused future. Leon will demonstrate a facility developed to enable Ellacotts clients to access their personal information directly through a secure website managed by the practice.



How to Market Your Practice

Adrienne Regan, Partner, Regan Lowey

Regan Lowey is a leading consultancy in professional services practice management focusing on business strategy and marketing communications. They provide practical advice on devising and implementing marketing communications strategies suited to your firm's objectives, as well as discussing the steps involved in projecting the right image about your firm and key client relationship management techniques.



ITC Developments in 2008

Paddy Collins, Head of Small and Medium Business for Vodafone Ireland

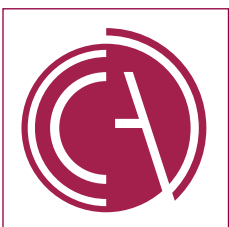
Paddy is responsible for Vodafone's sales strategy for the SME and SOHO market segments. Prior to this, Paddy was Vodafone's Head of Business Solutions, responsible for the sale of Vodafone's suite of mobile data propositions to all business markets. Vodafone's stand and talk last year was one of the most popular we have ever had and we have asked them to come back and give us an update on some of the new gadgets that have come on line in the last year.



Planning & Managing Your IT Spend

Ray Rogers: CEO Relate Software Will Present with the Help of a Local Practitioner

Ray is a founder of Relate Software and has worked in the accountancy software profession now for over 20 years with roles that include Managing Director of Apex Software, Sales Manager of Sage Ireland as well as spending 6 years working within the accountancy industry before joining Apex. Ray will present with a different local practitioner at each event running through from start to finish how they set up their IT infrastructure and the pitfalls to be avoided. This includes the selection of servers, PCs, networks, software, back-up functions, etc.



Technology Update

At each event different members of the ICAI IT committee will review all of the latest issues facing accountants in practice including XBRL and online filing.

**Please indicate the number of places required
(book early as places are limited)**

| | START | FINISH |
|---|----------------|------------------|
| Registration | 8.30am | 9.00am |
| Welcome Address - Richard Day will talk on behalf of the ICAI IT Committee | 9.00am | 9.10am |
| Sean Kilemade - Practice Management | 9.10am | 9.35am |
| Ray Mack FCA, Partner, Kenway Mack Slusarchuk Stewart LLP | 9.35am | 10.15am |
| Coffee Break | 10.15am | 10.40am |
| Leon du Plooy - Secure Website for Clients to Access Their Data | 10.40am | 10.55am |
| Regan Lowey - How to Market Your Practice | 10.55am | 11.10noon |
| Paddy Collins - ITC Developments in 2008 | 11.10am | 11.25am |
| Ray Rogers - Planning & Managing Your IT Spend | 11.25am | 11.40am |
| Richard Day - Technology Update | 11.40am | 11.55pm |
| Questions & Answers | 11.55pm | 12.15pm |

SEMINAR REGISTRATION

Number of places:

Name:

Email:

Mobile:

Firm:

Email:

Tel:

**To register email: membersservices@icai.ie reference IT Seminar
or faxback to: Members Services at 01 637 7358**

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.