

 **Earlybird pricing** available until 15 April 2016

# Canadian Accounting Technology Show CATS 2016

The only **Independent** Technology  
Showcase for Accountants in Practice

16-17 MAY 2016

INTERNATIONAL PLAZA HOTEL +  
CONFERENCE CENTRE, TORONTO AIRPORT

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 **Canadian  
accounting**  
TECHNOLOGY SHOW

**Only CATS**  
brings together  
**ALL** the suppliers  
to showcase **ALL**  
the technologies.

**It's not the technology but what it can do  
for your firm and your clients that is key.**

Technology is the great enabler - enabling  
new efficiencies, new service opportunities,  
new ways to engage with your clients.  
Come to CATS and discover how to  
transform your firm.

Key Session Content

- > Assess the CEOs as they're grilled in an open forum panel discussion
- > Hear the latest on how the CRA plans will impact your firm
- > Learn how firms are eliminating paper
- > Innovation in audit technologies
- > Flurry of innovations from the leading suppliers
- > Latest in business advisory technologies
- > Multi media and mobile

& much much more...

**Network with peers  
and practitioners  
to learn what's  
working for them.**

DON'T FORGET ABOUT  
OUR INTERACTIVE  
EVENT APP GAME!



**CATS 2016  
app game  
WIN a cash prize  
by playing on  
the day!**



# DAY 1 PROGRAM. Monday 16 May 2016

07:30 - 08:00	<b>Registration</b>
08:00 - 08:30	<b>Video preshow</b> ~ snapshots of event exhibitors
08:30 - 08:45	<b>Welcome &amp; setting the scene</b>
08:45 - 09:30	<b>I wish I was Benjamin Button</b> ~ David Smith, <i>Smithink</i> Technology is changing the face of accountants in practice but is also opening new opportunities to expand service offerings, transform client relationships and firm profitability. David Smith will review how firms around the world are capitalising on these opportunities and the opportunities to come.
09:30 - 10:00	<b>CCH® iFirm: Practice Management in the Cloud</b> ~ Shannon Paret, <i>Wolters Kluwer</i> Accounting practices face operational challenges that are difficult to resolve in the face of limited resources, increasing client expectations, and the need for cost-effective management practices. This session will review the key benefits of cloud-based practice management solutions and will feature an overview of Wolters Kluwer's new cloud-based practice management solution, CCH iFirm.
10:00 - 10:30	<i>Morning Tea</i>
10:30 - 11:15	<b>Accountants: Is it time to welcome our new computer overlords?</b> ~ Malik Datardina, <i>CPA, CA, CISA, CPA Canada</i> In 2011, IBM's supercomputer Watson was able to beat the reigning Jeopardy! human champions. Today, Watson is working in the medical profession – assisting cancer specialists with parsing through the massive volumes of research papers and data to develop treatment plans. Accountants are not immune to such trends: an Oxford study estimates there is a 94 per cent probability that what we currently do will be automated in the future. This session will explore current thought leadership on how this wave of automation will affect "white collar work", as well as what are the key exponential technologies - cognitive, blockchain, crowdsourcing, and others - that will impact the profession.
11:15 - 12:00	<b>New Technology for your Tax Processing</b> ~ Michael Giardina, <i>OfficeTools</i> Today, more than ever, firms are trying to find a differentiator, an edge, a unique brand that elevates them over their competition. A new set of automated processes can be just the thing to set a firm apart, since simply offering tax return processing doesn't present firms as being unique. Instead, tax firms seeking an advantage are automating their office management with new technology that presents their clients with a unique brand experience. This session will review what's needed to automate today's tax and accounting firms and will feature an overview of Office Tools WorkSpace™ and WorkSpace™ Online."
12:00 - 12:45	<b>The Accounting Practice of Today &amp; Tomorrow</b> ~ Alan Salmon, <i>K2E Canada</i> We have more new technology to consider this year than almost any year in the last decade. Hardware and software businesses are changing quickly, the Cloud impacts business decisions, mobile strategies are becoming more clear, and the Internet of Things is a game-changer on all fronts. In this keynote session, you will learn how to create a technology roadmap that helps you to improve organizational efficiency and avoid pitfalls.
12:45 - 1:45	<i>Lunch</i>

	<b>STREAM 1</b>	<b>STREAM 2</b>
1:45 - 2:15	Automating your Client's Data Input with QuickBooks Online <i>Speaker TBC, Intuit</i>	<i>Details TBC</i>
5 minutes	<i>Break for people to change rooms</i>	
2:20 - 2:50	Accounting Software - Going beyond General Ledger <i>Raj Sabhlok &amp; Prashant Ganti. Zoho</i>	<i>Details TBC</i>
5 minutes	<i>Break for people to change rooms</i>	
2:55 - 3:25	<i>Details TBC</i>	The Convergence Revolution <i>Steven Eager, MYP</i>
3:25 - 3:55	<i>Afternoon Tea</i>	
3:55 - 4:25	<i>Details TBC</i>	The technologies to enable paperless working. <i>David Smith, Smithink</i>
5 minutes	<i>Break for people to change rooms</i>	
4:30 - 5:00	Optimizer Reports <i>Details TBC</i>	<i>Details TBC</i>
5 minutes	<i>Break for people to change rooms</i>	
5:05 - 5:35	<i>Details TBC</i>	<i>Details TBC</i>
5:35 - 7:00	<i>Cocktails with the exhibitors</i>	
7:00 - 10:00	<i>Dinner (optional)</i>	

The conference program outlined in this brochure is preliminary and is subject to change. CATS reserves the right to alter this program as planning progresses. The agenda is being updated each week as sponsors confirm their sessions, please check online for the latest program

## DAY 2 PROGRAM. Tuesday 17 May 2016

08:00 - 08:30	<b>Video preshow</b> ~ snapshots of event exhibitors
08:30 - 09:30	<b>CEO Panel Discussion - Open Forum</b>
9:30 - 10:15	<b>Canada Revenue Agency's digital services vision</b> ~ Silvano Tocchi, <i>Canadian Revenue Agency</i> CRA is constantly improving its digital services to better serve Canadians. CRA's vision is "A world-class digital service experience... that is user-centric, secure and digital from beginning to end." In this session the CRA will present its newest digital services offered through My Account, Represent a Client and My Business Account portals, including the new My Audit Enquiries service, as well as the MyCRA mobile app. You will also hear about the new and innovative digital services strategy and learn about how Canadians will interact with the CRA in 2020.
10:15 - 10:45	<b>The Firm of the Future</b> ~ Chris Fudge, <i>Intuit Canada</i> We're in the midst of a shift in paradigm, and several clear trends are emerging. The era of social has changed the expectations of customers. They want immediate responses and expect 24-hour service. The cloud has eliminated borders. Customers now expect to be able to start something on one app or device and finish it on another. They expect seamless experiences. The computer moved from the desktop to the palm of our hand. Now it's moving to our wristwatches, our eyeglasses and our automobiles. The workday truly never ends. And the final trend is the power of data to improve the quality of life, and the success of businesses. Better insight into that data and the ability to see trends into the future can be a powerful tool to ensure success. We're faced with a choice: evolve or fail. This session is devoted to demonstrating how you can be ready for the future.
10:45 - 11:15	<i>Morning Tea</i>
11:15 - 12:00	<b>Cloud Accounting to enable Business Advisory Services</b> ~ Mark Holton, <i>Smithink</i>
12:00 - 12:30	<b>Top 20 IT initiatives for 2016</b> ~ David Smith, <i>Smithink</i>
12:30 - 1:15	<i>Lunch</i>

	STREAM 1	STREAM 2
1:15 - 1:45	<i>Practitioner open forum</i> <i>Details TBC</i>	Taxprep® Tax Preparation Software – An Overview <i>Shannon Paret, Wolters Kluwer</i>
5 minutes	<i>Break for people to change rooms</i>	
1:50 - 2:20	<i>Details TBC</i>	<i>Details TBC</i>
5 minutes	<i>Break for people to change rooms</i>	
2:25 - 2:55	<i>Details TBC</i>	<i>Details TBC</i>
2:55 - 3:35	<i>Afternoon Tea</i>	
3:25 - 3:55	Getting the most out of ProFile <i>Michael Ford, RPA, The Ford Group</i>	<i>Details TBC</i>
5 minutes	<i>Break for people to change rooms</i>	
4:00 - 4:30	JazzIT <i>Details TBC</i>	<i>Details TBC</i>
5 minutes	<i>Break for people to change rooms</i>	
4:35 - 5:05	Developing your IT Plan <i>David Smith, Smithink</i>	<i>Details TBC</i>

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## SHOWCASE DINNER MONDAY 16 MAY



Join us for dinner after Day 1 of CATS.

*Relax and continue networking  
with other attendees and sponsors.*





## CATS Directors



### DAVID SMITH. *Smithink.*

David Smith is a founding director of *Smithink*. He is a former managing partner at PKF Chartered Accountants in Sydney and was National President of The Institute of Chartered Accountants in Australia in 2003. For the last 12 years he has been the practice adviser to many firms and also to many businesses that provide products and services to the accounting profession. David is a regular speaker on topics relating to the future of the accounting profession, business strategy, process improvement and innovation.



### MARK HOLTON. *Smithink.*

Mark Holton is a Business Advisory specialist with more than 30 years' experience as an Accountant and Tax Agent, and is a highly respected consultant in taxation and business management in Australia and overseas. Mark also has specialised knowledge in value-added services implementation and administration. He is passionate about mentoring firms who are committed to taking a long-term and sustainable approach to developing their business advisory services.



### STEVE MCINTYRE-SMITH.

For over 30 years Steve has been involved in the public accounting field. From office junior to Partner, from buyer to seller, and, since 1992, as a consultant to the public accounting profession, Steve has a depth and breadth of experience in helping practitioners reach their goals. He is the author of the CICA's 'Succession Planning Toolkit' for practitioners, a former columnist for the Bottom Line and an award-winning contributor to CA magazine. He is recognised as one of North America's leading consultants to the accounting profession, having spoken globally.

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prize



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and provide feedback.

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#ACCTECHCA 16 - 17 MAY 2016: TORONTO CANADA



# Earlybird pricing available until 15 April 2016

## Registration & booking.

CATS 2016 FEES*:		No. Attendees	Subtotal			No. Attendees	Subtotal
<b>Earlybird Pricing ~ Book before 15 April 2016</b>				<b>Standard Pricing ~ Book after 15 April 2016</b>			
\$595.00	1st Attendee			\$695.00	1st Attendee		
\$416.50	2nd attendee from the same firm			\$486.50	2nd attendee from the same firm		
\$297.50	3rd and all extra attendees from the same firm			\$347.50	3rd and all extra attendees from the same firm		
\$340.00	Single Day ONLY <input type="checkbox"/> MONDAY <input type="checkbox"/> TUESDAY			\$400.00	Single Day ONLY <input type="checkbox"/> MONDAY <input type="checkbox"/> TUESDAY		
				<b>CATS 2014 attendees ~ Book at any time</b>			
				\$595.00	1st Attendee		
				\$416.50	2nd attendee from the same firm		
				\$297.50	3rd and all extra attendees from the same firm		
				<b>Totals</b>			\$

*\*Fees listed above do not include HST.  
The total cost of your attendance is tax deductible.  
Payment must be received prior to the event.*

I'd like to book \_\_\_\_\_ place(s) at the CATS 2016:

NAME	EMAIL ADDRESS	
1. Key Contact:	1.	<input type="checkbox"/> YES / <input type="checkbox"/> NO
2.	2.	<input type="checkbox"/> YES / <input type="checkbox"/> NO
3.	3.	<input type="checkbox"/> YES / <input type="checkbox"/> NO
4.	4.	<input type="checkbox"/> YES / <input type="checkbox"/> NO
5.	5.	<input type="checkbox"/> YES / <input type="checkbox"/> NO
6.	6.	<input type="checkbox"/> YES / <input type="checkbox"/> NO

COMPANY DETAILS		PAYMENT DETAILS	
Business Name:		<input type="radio"/> A cheque for \$..... is included, made payable to Canadian Accounting Technology Show Inc. <input type="radio"/> Please charge my credit card \$.....	
Address:		<input type="checkbox"/> MASTERCARD <input type="checkbox"/> VISA <div> <div> <div></div><div></div><div></div><div></div> </div> <div> <div></div><div></div><div></div><div></div> </div> <div> <div></div><div></div><div></div><div></div> </div> <div> <div></div><div></div><div></div><div></div> </div> </div>	
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* Please read our refund policy on our website before booking. <a href="http://www.accountingtechnologyshow.com">www.accountingtechnologyshow.com</a>			

## Accommodation:

**We have negotiated rates with the hotel starting at \$139 per night.**

Please book your accommodation asap to ensure you receive conference rates. To book go to our website and click on the General Information tab to get the direct booking link.

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