

# Reckon announces free 2015 Annual Conference in three locations

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Comprising of three events; one in Melbourne, Auckland and Sydney, the three event format reflects the call for easier geographical access for its widespread audience, and it is the only event of its kind to offer free admission for all attendees.

The format reflects a focus on education with the second day entirely dedicated to in-depth, face-to-face training on Reckon's comprehensive range of products and solutions. Attendees can tailor their own experience with 25+ sessions to choose from including:

- The Reckon Journey: The story so far and what the future looks like.
- Embracing disruption: The top 10 developing and future technology trends and how to manage changes and impacts on a business.
- Ways to grow your accounting and bookkeeping firm: Panel discussion where Reckon clients and partners share their journey and experience in the changing accounting industry.
- Digital marketing: Discussing the building blocks of today's digital tools including SEO, SEM, UX and analytics and how they can be applied to accounting and bookkeeping businesses.
- Moving your practice to the cloud, including the benefits of working from multiple devices and locations.
- Reckon One deep dive and accreditation: In-depth training on Reckon One's four modules and accreditation as a Cloud Advisor.
- Accounts Hosted: Insightful tips, best practices and answers to the most frequently asked questions on the product and ways to enhance client relationships and increase efficiencies.

Sam Allert, Managing Director, Australia and New Zealand for Reckon said, "We believe it is vitally important to our clients and industry professionals that they receive practical, day-to-day guidance and solutions that make a tangible difference to their business. Additionally, by making this event free, we hope it will be an easier decision for whole teams to take the time to attend, not just one or two individuals who then have to pass on that knowledge to the rest."

At the end of the two days, attendees will understand how to leverage accounting solutions to help build their client base and manage their business efficiently.

The events are supported and sponsored by industry heavy weights including Amazon Web Services, Tax Management NZ, Accountancy Insurance, Fee Synergy, Web Ninja, American Express, Association of Accounting Technicians, Senior and DTS NZ.

Dates and locations:

Melbourne | 10 - 11 September 2015

Auckland | 24 - 25 September 2015

Sydney | 1 - 2 October 2015

For the full program, [click here](#).

Accountants, bookkeepers and media are all invited to attend. Details on guest speakers will be released shortly.

Note for media: The Reckon Journey keynote address will provide valuable insight into Reckon's journey to date, the company's future direction and the opportunity to speak to a spokesperson on the day. If you would like to attend one or more session/s, please contact Rebecca Ryan.

#### **Contacts**

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