



**Digital
Deep
Dive**

Summit

Presented by



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March 30 - 31, 2022
 Atlanta, Georgia
 Hyatt Centric Midtown

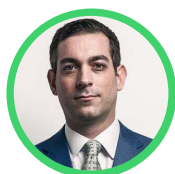
Day One – March 30

1:00 - 1:30 PM	Welcome Session and Introductions (Avalon I)
1:30 - 2:30 PM	30,000 Feet to Diving Deep (Avalon I)
2:30 - 4:30 PM	Digital Rainmaker Success (Avalon I)
4:30 - 5:15 PM	Digital Compass (Avalon I)
5:30 - 6:30 PM	‘Ask The Experts’ Roundtable (Avalon II)
6:30 - 8:30 PM	Cocktail Reception (Avalon II)

Day Two – March 31

7:00 - 8:00 AM	Breakfast Buffet (Avalon II)
8:00 - 10:00 AM	The Marketing and Leadership Alliance (Avalon I)
10:00 - 11:00 AM	‘Top Challenges’ Roundtable (Avalon II)
11:00 - 12:00 PM	Show and Tell (Avalon I)
12:00 - 12:30 PM	Wrap up (Avalon I)

SPEAKERS:



Aaron Minc
Minc Law



Brandon Hall
Real Estate CPA



Christine Hollinden
Holinden



David Toth
WRC



Eric Majchrzak
BeachFleischman



Gary Shamis
WRC



Tim Keith
Introhive

Day One – March 30

1:00 - 1:30 PM	Welcome Session and Introductions (Avalon I)
David Toth Gary Shamis	<ul style="list-style-type: none"> • Introductions • Housekeeping and Ground Rules
1:30 - 2:30 PM	30,000 Feet to Diving Deep (Avalon I)
David Toth	<p>Every accounting firm wants two things - talented people and loyal clients. Relying on digital to acquire and attain both is daunting. But the benefits of understanding and implementing digital can widen the competitive chasm, elevate client service, enhance talent retention, and impact firm growth.</p> <ul style="list-style-type: none"> • Pillars to Growth - three essential paths • An effective Digital Culture is implementable and measurable • Use our Digital Journey Worksheet to start thinking about ways to bring a digital strategy back to your firm
2:30 - 4:30 PM	Digital Rainmaker Success (Avalon I)
Aaron Minc Brandon Hall	<p>Employing digital for business development is incredibly efficient and effective. Take it from these two firm leaders – an accounting firm MP and a law firm MP – who have taken digital to a new level in professional services harnessing it to impact their firm growth. Both unique models will provide meaningful takeaways and useful tips for you in your digital growth journey. For those who think that BD can only be successful in a face-to-face situation, these two experts will have you thinking again.</p> <ul style="list-style-type: none"> • Kick off with introductions • Describe characteristics of a ‘Digital Rainmaker’ • The most sought-after answers to your burning questions (45 min)
4:30 - 5:15 PM	Digital Compass (Avalon I)
Christine Hollinden	<p>Your digital presence is your first impression – for securing both clients and talent. Never before have we been so dependent on it for growth. With many platforms and technologies on the market, the ability to showcase your strengths and distinguish your firm is literally right at your fingertips. And the tools available to monitor and measure, can help redirect or validate your plan.</p> <ul style="list-style-type: none"> • Strategy for digital inbound lead generation • Implementation and prioritization • Content (specific ideas and how to measure) • Inclusion (partners, HR) • Maintain and grow

5:30 - 6:30 PM	'Ask The Experts' Roundtable (Avalon II)
Brandon Hall Christine Hollinden David Toth Eric Majchrzak Tim Keith	<p>Pulling together last thoughts before you head back to your firm to implement. Where are you stuck?</p> <p>As you develop your strategy, there may be blank spaces in each of the areas we covered. Spend time with the experts going deeper to gain more clarity for your strategy.</p>
6:30 - 8:30 PM	Cocktail Reception (Avalon II)
	Come prepared to eat, drink, create a personalized LinkedIn profile video, and enjoy the time networking with peers and meeting our sponsors

Day Two – March 31

7:00 - 8:00 AM	Breakfast Buffet (Avalon II)
	Come when you are ready for sustenance and caffeine.
8:00 - 10:00 AM	The Marketing and Leadership Alliance (Avalon I)
Eric Majchrzak	<p>What happens when marketing and leadership are disconnected? Not much. So with the uncertainty surrounding the advent and implementation of digital in accounting firms, it's not surprising that it's already a point of contention. Digital is a change in mindset and shift in methodology and requires a collaborative partnership between marketing and firm leadership to be successful. To get things accomplished, both leaders need to have a collective goal and a mutual understanding of what it will take to get there.</p>
10:00 - 11:00 AM	'Top Challenges' Roundtable (Avalon II)
	<p>Gleaned from your pre-assessment survey, these are the top challenges you and your cohorts identified. Three hosts will facilitate discussions on each topic to give you a deeper view into the top obstacles and challenges of your colleagues in firms around the country, and how to resolve them productively and profitably.</p> <ul style="list-style-type: none"> Each table will have a card in the middle with a topic identified: <ul style="list-style-type: none"> Select your first table for an interactive discussion Rotate to a different table every 15 minutes Regroup at the end and talk about outcomes (15 minutes)

11:00 - 12:00 PM	Show and Tell (Avalon I)
	During this session, we will discuss 4 case uses of leveraging technology and digital in innovative ways
12:00 -12:30 PM	Wrap up (Avalon I)
David Toth	Event takeaways

