

TAX TALKS

Australia's Tax News Podcast - The Podcast for Australian Tax Professionals

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246 | Accounting Expo Tours

Did you ever feel lost at an accounting conference or expo? Accounting expo tours are to prevent that.

Accounting Expo Tours

They are a new phenomena – accounting expo tours. They give you the lay of the land – where to go and who to talk to.

Amy Holdsworth and Ian Walker of Clarity Street came up with the idea. And we wanted to know more.

Here is what we learned but please listen in as Amy and Ian explains this much better than we ever could.

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Accounting Expo Tours

Amy Holdsworth and Ian Walker of Clarity Street are cloud integrators. And as such they go to a lot of accounting conferences and expos. But over the past 12 months they started hearing more and more people saying,

"Why would I got to xyz expo? What am I getting there? I am not learning anything new."

That was a lot of the feedback. And they started to feel the same way. So they thought,

"Hang on a second. Let's do this differently. Let's work out how we can help you getting an ROI out of attending one of these conferences."

So they started doing tours. They did Accountek Live in 2019 and Accounting Business Expos (ABE) and Xero Con in 2020.

So Many Apps

It is so easy to get overwhelmed. For a stereotypically introverted industry it can be really overwhelming. There are so many apps out there. You walk up to an ABE conference or an Accountek and you go,

"Where do I start?"

So that is the question the tours try to answer – introducing you to some quality applications.

How It Works

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The tours usually go for 3 hours – so half of your day – and include about 6 accountants. If more, they get split into more groups.

The tours get tailored to your needs. No point looking at HR apps if you have no staff. So it starts with your pain points. What do you need to improve? Why are you here?

The tours then cover 4 to 6 apps plus a wildcard. And they tell you which speakers you should listen to.

Drop in Numbers

Visitor numbers at accounting conferences and expos have dropped over the past 12 months. But hopefully one of these tours will still make it worthwhile for you.

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