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its theme, SYNERGY: Do More with More, with Thomson Reuters Tax & Accounting customer events conducted in Australia, the United Kingdom, the United States, and Brazil.

Nov. 07, 2013



**Thomson Reuters** will kick off its 33rd annual SYNERGY Users' Conference for Professional Tax & Accounting Firms on Nov. 10 in Miami Beach, Florida. The longest-running professional conference of its kind, this year's event is expected to see a 20 percent increase in attendance compared to the 2012 conference, with over 1,300 participants from across the country sharing insights, exchanging ideas, and gaining hands-on experience with the latest technology and tools in the tax and accounting profession.

This year's conference will share its theme, *SYNERGY: Do More with More*, with

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"Practitioners at progressive firms are looking for ways to build better connections with their clients," Baron said. "We offer a broader and deeper set of solutions in the cloud and across a variety of devices. They're enabling practitioners to provide clients with new services and new ways to collaborate. The SYNERGY conference is a great opportunity to see it all first-hand. This year's record attendance shows how important it is for practitioners to leverage opportunities like our SYNERGY conference to network, collaborate, and forge new strategies for their firms."

The conference, to be held Nov. 10-13 at the Fontainebleau Miami Beach, offers more workshops than ever before, with hands-on software training, product overviews, and more. Topics include practice management, marketing, technology, compliance matters, and firm growth. The conference also offers exciting events, including a keynote address from renowned tax & accounting profession consultant Rebecca Ryan, owner of Next Generation Consulting, former pro basketball star, and recipient of the Entrepreneur of the Year designation from the U.S. Association for Small Business and Entrepreneurship.

"The SYNERGY Conference offers a great environment for practitioners to learn, network, and gain insight that they can put to use in their firms immediately," Baron said. "I'm particularly excited at our line-up of keynote speakers, practitioner-led sessions, and unique roundtable topics."

The conference also offers roundtable discussions and keynote presentations by profession leaders and motivation experts. This year's roster of keynote speakers includes Jon Baron; Rebecca Ryan; and Anthony Bourke, CEO & Founder of Mach 2 Consulting.

More information and registration details for the event is at [CS.ThomsonReuters.com/SYNERGY](https://CS.ThomsonReuters.com/SYNERGY).

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