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## Conference

Venture capitalist and serial entrepreneur Marc Andreessen and Arianna Huffington, the editor-in-chief of Huffington Post, will headline an impressive lineup of featured speakers at Intuit Inc.'s upcoming inaugural QuickBooks Connect conference, scheduled for Oct. 21–23 in San Jose, Calif.

**Isaac M. O'Bannon** • Jul. 29, 2014



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[Post](#), have both been named among TIME Magazine's 100 Most Influential People and will share their stories from the main stage of the event. Other headliners include business leaders Kevin Cleary, CEO of Clif Bar & Company, and Charles Best, founder and CEO of [Donorschoose.org](#).

The newly named speakers join those previously announced, including Intuit president and CEO Brad Smith, Intuit founder Scott Cook, and entrepreneur, author and television personality Bill Rancic. The lineup also features some of today's hottest entrepreneurs, including Debbie Sterling of [GoldieBlox](#) and Tristan Walker of Walker & Co. and Code2040.

In addition to the main stage program, QuickBooks Connect will offer tailored breakout sessions for its different audiences. These will be interactive, educational sessions that will allow attendees to learn by doing and apply insights in real-time. Attendees will also have the ability to build their own schedule by mixing and matching from any of the sessions offered. Some examples include:

- “How to Start Your Business: Days 1 to 100” and “Insider Info from VCs: The Future of Funding” – for entrepreneurs trying to make their dreams a reality.
- “Social Media: The Paid Stuff and the Free Stuff” and “Expanding into New ZIP Codes: How to Get Set Up Online” – for small businesses taking the next step in their business.
- “Accountants as Trusted Advisors: Assuming a Leadership Role with Your Clients” and “Implementing Value Pricing: A Radical Business Model for Accounting Firms” – for accounting professionals wanting to save time and move to the cloud.
- “The Killer App: What You Need to Know Before You Build” and “Ready for Launch: Four Best Practices for Launching Your App” – for developers building and marketing their small business apps.

At the heart of QuickBooks Connect is the opportunity for attendees to connect with

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apps. An indoor park for meeting and collaborating or just relaxing and unwinding.

Early registration is available through Aug. 15 at a discounted price of \$169 at [www.QuickBooksConnect.com](http://www.QuickBooksConnect.com). The price covers the main conference pass; some pre and post conference activities will be available by invitation or at an additional cost. Regular registration will cost \$199 after Aug. 15.

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