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a competitive edge that will help them differentiate their firm and adapt new clients to an ever changing marketplace.

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How can the next generation of accounting professionals achieve a competitive edge that will help them differentiate their firm and adapt new clients to an ever changing marketplace?

That, along with many other issues young accounting professionals face, is one of the important topics the Sleeter Group will address at its annual Accounting Solutions Conference, taking place November 9-12, 2014 at Caesars Palace Las Vegas.

The Solutions14 Conference will provide key sessions with several tracks, full of entrepreneurial spirit, aimed at helping accountants and small business consultants play a greater role in their client's success.

“A new business model is emerging for today's accountants, and building a firm for the future looks dramatically different. Our conference offers the insight needed to

plan ahead, as well as an opportunity to meet the technology innovators who are

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The tracks offered are focused on specific topics that will help service client needs. For example “*Accounting Firm 3.0 – Jump Starting the Next Generation Firm*” will cover sessions such as “Climbing the Career Lattice”, focusing on how the increased diversity of clients has motivated accounting firms to adopt a different work-style of the next generation. There will also be sessions on “7 Steps for Building a Winning Consulting Business” and “Future Proofing Your Accounting Firm”.

Another popular track gaining interest with newer accounting professionals is “*Unleash Your Inner Marketing Genius*”, featuring sessions such as “Marketing Hacks to Improve Your Productivity”, which provide tips and tricks to getting the most out of your social media marketing.

One of the most anticipated tracks of the conference is “*Becoming the Most Valuable Business Advisor*”, which offers unique advice for both seasoned veterans and those who are just establishing themselves in the accounting world. In these sessions, experts will show how technology and creative business strategies have merged to create a new, innovative business model.

Attendees of the Solutions14 conference will also learn and engage with celebrated leading experts of the field, including but not limited to conference founder, Doug Sleeter of The Sleeter Group, New York Times Bestselling Author Susan Solovic, Intuit's Jim McGinnis, and Sage's Jennifer Warawa and Himanshu Palsule.

Pricing is as low as \$690 for first time members. To register, please visit the [Solutions Conference website](#). To learn more about the Sleeter Group, call 888-484-5484 or check out their website at <http://www.sleeter.com>

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