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accounting and finance professionals, is sponsored by the American Institute of CPAs (AICPA) and the Chartered Institute of Management Accountants (CIMA).

Apr. 28, 2020



ENGAGE 2020 will be an all-digital event with the core conference taking place online from July 20–24. The event, designed for accounting and finance professionals, is sponsored by the American Institute of CPAs (AICPA) and the Chartered Institute of Management Accountants (CIMA).

The AICPA and CIMA decided to forego an onsite version of ENGAGE 2020 this year to ensure the safety of attendees, speakers and staff in light of the COVID-19 pandemic. The agenda has been updated to cover the latest issues impacting CPAs,

clients, management accountants and other finance professionals during the current

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ENGAGE 2020 will be delivered in three ways:

Interactive Solution and Key Initiatives Sessions (June 8-12)

The kickoff ENGAGE 2020 offering features virtual sessions on key initiatives, professional trends and solutions delivered by Association staff, partners and relevant sponsors. This learning content is free to anyone who signs up. CPE credit is available.

The Main Event (July 20-24)

Online sessions will run from 11 a.m. to 5 p.m. Eastern each day, with virtual networking opportunities during breaks. Defined learning tracks include Advanced Accounting and Auditing, Advanced Estate Planning, Advanced Personal Financial Planning, EDGE Career Development, Practitioners and Tech+, Tax Strategies for the High-Income Individual and Finance Redefined.

There will be two July 22 keynote sessions:

- [Daymond John](#), an author, founder of the fashion business FUBU and celebrity judge on *Shark Tank*, will talk about how he built his businesses, financial lessons he learned on the way and general observations on entrepreneurship.
- A professional update will be given by AICPA President and CEO [Barry Melancon](#), [Sue Coffey](#), the organization's executive vice president of public practice, CPA.com President and CEO [Erik Asgeirsson](#), and AICPA Vice Chair [Tracey Golden](#).

ENGAGE + (July 27- Dec. 31)

ENGAGE 2020 All-Access Pass holders also will receive exclusive monthly access to two virtual sessions focused on a range of timely topics.

For more details about conference registration and agenda items, please visit

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