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## SERVICES

Apr. 21, 2021



The Information Technology Alliance (ITA), an independent membership association of leading mid-market technology professionals, consultants and product/service providers in North America, today announced the [Virtual Spring Collaborative](#), to be held online from April 26-28, 2021.

Attendees can expect a full session agenda designed for ITA members and guests, in addition to networking with leaders of the accounting IT profession, including the CIOs and other internal technology leaders of many of the largest CPA firms in North America.

The Spring Collaborative will feature the continued evolution of ITA's newest member track, focusing on client accounting and advisory services (CAAS). ITA's CAAS track content is 100% designed and developed by ITA member firms, including Rehmann, Eide Bailly, Wipfli, UHY Advisors and others. Sessions slated for the Collaborative include:

- Why you shouldn't run your CAAS practice like an audit or tax practice
- Specialization in CAAS
- Three different levels of a CAAS practice – understanding where you are and where you want to be

- Structuring your CAAS leadership team

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ITA President Shawn Slavin commented, “We’re excited to see continued strong interest and participation in our CAAS-focused track as this ITA member segment grows. What sets our CAAS content apart is the knowledge, experience, and leading talent behind it – those professionals in Top 50 firms that are creating leading edge practices, and have the most up-to-date strategies and methodologies to share with fellow ITA members.”

For complete information on the ITA Virtual Spring Collaborative, go to:

<https://www.italliance.com/events/2021-spring-virtual-collaborative/>

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