

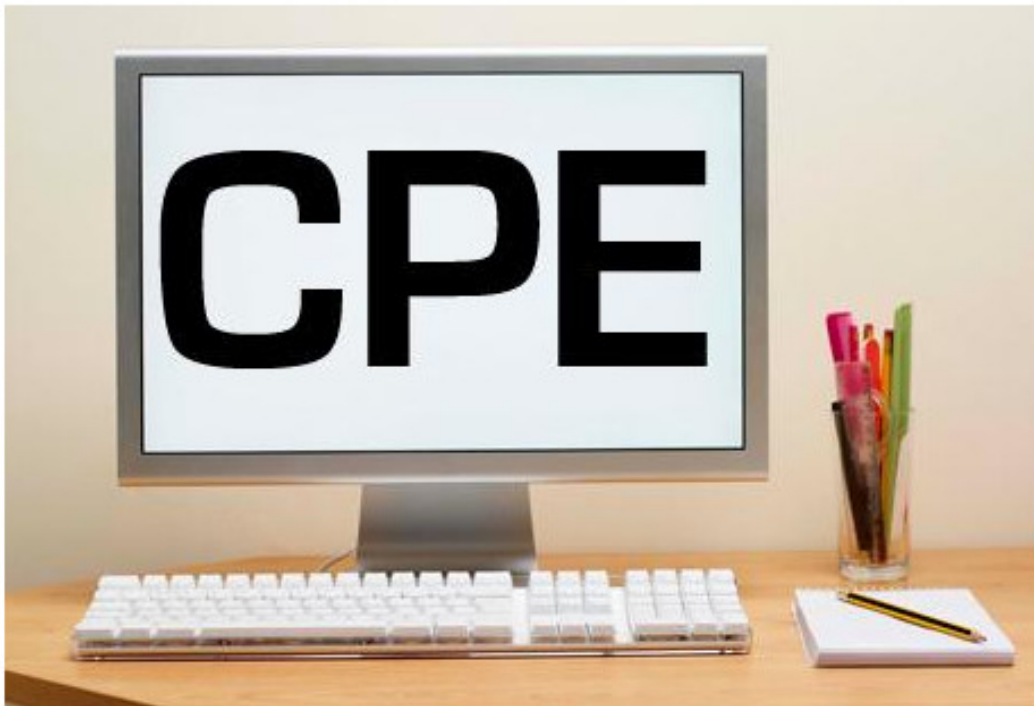
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## Transformation, and Innovation in the Profession

Each free session is a stand-alone CPE event worth one hour of credit, and attendees can participate in one, two or all three live events. Separate registration is required for each free session. Multiple persons participating from the same office ...

May. 23, 2022



*CPA Practice Advisor* will host three free, one-hour, CPE webcasts for CPAs on Tuesday, June 14, 2022, with sessions starting at 11am, noon, and 1pm EDT. Each free session is a stand-alone CPE event worth one hour of credit, and attendees can participate in one, two or all three live events. Separate registration is required for each free session.

Multiple persons participating from the same office/computer can all earn CPE credit

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challenges and over-deliver for their clients. Mark and Erin will dig into how firms implemented processes and leveraged technology to survive another turbulent tax season. The session will cover:

- Best practices that highly successful firms followed during busy season
- Actions your firm can take to proactively handle the increasing complexity of tax season
- Steps to adopting a more profitable advisory mindset, and the technology that can help

**Session 2: Plan for Success: Digital Transformation in Your Firm: Noon EDT, June 14**

[https://event.webcasts.com/starthere.jsp?ei=1551734&tp\\_key=fc92a820a1](https://event.webcasts.com/starthere.jsp?ei=1551734&tp_key=fc92a820a1)

Over the last two years, we've seen firms adapt in remarkable ways. But as the profession has embraced new tools, they have been encouraged firms to look further – not just at the demands of today, but at the possibilities of tomorrow. During this session, we will explore important questions about how technology is changing strategic decisions within firms. We'll look far beyond remote work capabilities to consider what the future holds for firms who are adapting their processes around technology, including:

- Aligning your processes and culture around the latest technologies
- Using integration and data to address staffing challenges and meet client demands
- Leveraging emerging tech like blockchain for faster, higher-quality audits

**Session 3: What Does Innovation Mean for the Industry, and for Your Business?**  
**1pm EDT, June 14**

After any time of great change, there's always a whiplash effect, where people try to

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Moderator Gail Perry is a CPA and editor-in-chief of *CPA Practice Advisor*. She also speaks at many accounting events, trade shows, and webinars. Gail is the author of over 30 books (including *Mint.com For Dummies* and *QuickBooks 2014 On Demand*), and she maintains a small tax practice. She is a graduate of Indiana University where she earned a bachelor's degree in journalism, after which she studied accounting at Illinois State University, earned her CPA, and worked for Deloitte in the Chicago tax department. She has taught college-level accounting principles and was on staff for 10 years at the Indiana CPA Society as a computer applications instructor. Gail was the publisher and editor-in-chief of *AccountingWEB* before joining the *CPA Practice Advisor* team.

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