knowledge and tools necessary for unprecedented success.

Isaac M. O'Bannon • Sep. 07, 2023

The world of accounting and bookkeeping is on the cusp of a major transformation, and the key to staying ahead of the curve lies in mastering workflow optimization. Enter Financial Cents' groundbreaking event, WorkflowCon 2023, the inaugural conference designed specifically for accounting and bookkeeping firm owners seeking to revolutionize their workflows.

Set to unfold from Tuesday, October 24, 2023, to Wednesday, October 25, 2023, with

Financial Cents, a leading name in the accounting industry, is spearheading this inaugural event, and they have lined up an impressive array of speakers to share their expertise. From Dawn Brolin to Eric Green, Jason Staats CPA to Nicole Davis CPA, Angela Main-Roberts to Ryan Lazanis CPA, and a host of other highly respected industry leaders, this conference boasts an all-star lineup.

Embracing Innovation and Efficiency

In a profession that thrives on precision and compliance, the need for streamlined workflows has never been more critical. WorkflowCon 2023 represents an exceptional opportunity for accounting and bookkeeping firm owners to gain a competitive edge by harnessing the power of innovation and efficiency. With a lineup of distinguished speakers, the conference aims to provide attendees with actionable insights, practical strategies, and cutting-edge solutions to enhance their workflow management.

The Speaker Lineup: A Wealth of Expertise

WorkflowCon 2023 boasts an impressive roster of speakers, each a respected luminary in their respective fields. Here's a closer look at some of the featured speakers and the invaluable knowledge they bring to the conference:

Dawn Brolin, CPA, CFE

As the CEO of Powerful Accounting and author of "The Designated Motivator," Dawn Brolin is a seasoned CPA, firm owner, author, and podcaster. In her keynote presentation, she will delve into the critical role of getting workflow management

right to scale your firm. Attendees can expect to gain insights into why efficient

Kellie Parks, CPB

Known as the queen of accounting processes and cloud technology, Kellie Parks, the owner of Calmwaters Cloud Accounting, will guide attendees through the essential steps required to kickstart their journey into workflow management. Whether you're a newcomer or have attempted workflow management in the past, Kellie's workshop will provide a solid foundation to build upon.

Shahram Zarshenas

As the CEO and co-founder of Financial Cents, Shahram Zarshenas is a driving force behind the conference. He believes that firm owners deserve a better way of managing their work efficiently. Shahram will lead a workshop on creating internal workflow processes, a crucial first step in becoming a workflow and efficiency expert.

Nayo Carter-Gray, EA

Nayo Carter-Gray, the owner of 1st Step Accounting, brings her expertise in training accounting staff to WorkflowCon 2023. She emphasizes the importance of ensuring that your team adopts your firm's workflow processes effectively. Nayo's session will explore various strategies to train both new and experienced staff members, ensuring improved efficiency across the board.

Veronica Wasek

Founder of 5MinuteBookkeeping.com, Veronica Wasek, is an accomplished bookkeeper and instructor with vast experience in training new bookkeeping firm owners. Her workshop will provide practical tips to help attendees become proficient in workflow management, a valuable skill in the ever-evolving accounting landscape.

Amanda Owens, PAFM

Terren Turner, the CEO of TE Turner Group, will address one of the most common challenges faced by firms—inefficiency. His workshop offers a blueprint for eliminating inefficiencies and transforming firms into highly efficient entities, a must for staying competitive in today's market.

Ryan Lazanis, CPA

Ryan Lazanis, the founder of Future Firm, will draw upon his experience in building an online firm from scratch to sale in just five years. His workshop will impart valuable lessons on quickly implementing new processes to streamline your firm's operations.

Key Takeaways to Expect from WorkflowCon 2023

WorkflowCon 2023 is not just another conference; it's a platform for transformative learning and networking. Here are some of the key takeaways attendees can expect:

1. Harnessing Technology for Efficiency

In today's digital age, technology is a game-changer for accounting firms. Attendees will learn how to leverage cutting-edge software and tools to streamline their workflows, reduce manual work, and increase accuracy.

2. Navigating Complex Regulatory Landscapes

Navigating the ever-changing world of tax laws and regulations can be a daunting task. WorkflowCon 2023 will equip attendees with the knowledge and strategies to ensure compliance while optimizing their workflow.

3. Maximizing Profitability

Effective workflow management is directly linked to profitability. Firm owners will

5. Networking Opportunities

One of the most valuable aspects of attending WorkflowCon 2023 is the opportunity to connect with industry peers and experts. Networking sessions will allow attendees to exchange ideas, build relationships, and explore potential collaborations.

How to Register

Are you ready to revolutionize your accounting or bookkeeping firm's workflow? Registering for WorkflowCon 2023 is simple. Visit the official registration page at https://landingpage.financial-cents.com/workflowcon-2023 and secure your spot today.

Conclusion

WorkflowCon 2023 is not just a conference; it's a milestone event that has the potential to reshape the accounting and bookkeeping industry. Firm owners, professionals, and anyone looking to stay ahead in this dynamic field should mark their calendars for October 24-25, 2023, and register for this groundbreaking conference.

With a lineup of esteemed speakers, cutting-edge insights, and networking opportunities, WorkflowCon 2023 promises to be an unforgettable experience that equips attendees with the tools they need to thrive in the evolving world of finance and accounting. Don't miss your chance to be part of this transformative event. Register now and take the first step toward a future of optimized workflows and successful firm building.

More information at https://landingpage.financial-cents.com/workflowcon-2023.

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