



International
association of
bookkeepers

IAB London seminar – Wednesday 22nd May 2019

Time	Session	Speaker
09:30 – 10:00	Registration and refreshments	
10:00 – 11:15	Making Tax Digital (MTD) An update from HMRC in relation to MTD to bring you up-to-date following the mandatory introduction from April 2019 of MTD for VAT for businesses with turnover above the VAT threshold. This session will look at the implications of MTD for bookkeepers, both in employed positions and in practice.	Lenny Barry, HMRC
11:15 – 11:30	Refreshment break and networking	
11:30 – 12:30	Session to be confirmed	To be confirmed
12:30 – 13:30	Lunch and networking.	
13:30 – 14:15	Personal data and GDPR - the evolving picture Gerrard Fisher will discuss what's happened in the year since GDPR first came into effect. Some businesses might feel like nothing's really changed - but Gerrard will share how the regulator is taking action and what problems are emerging for those that don't fully protect personal information. With tips and advice, and plenty of opportunity for questions and answers, this session is not to miss!	Gerrard Fisher, Astrid Data Protection Ltd
14:15 – 14:30	Refreshment break and networking	
14:30 – 15:30	How to attract and retain ideal clients through digital marketing In this session Amanda C. Watts will be sharing how to attract, connect and convert ideal clients to your bookkeeping business. Key takeaways will include: why social media is pointless without a strategy, what to write on social media to build, grow and maintain relationships, 6 key strategies to make digital marketing work for you. Whether you are a start-up or an established firm wanting to maintain or	Amanda C. Watts, TwentyTwo

	<p>grow your bookkeeping business you will get actionable tips you can take away and use over the coming weeks and months.</p> <p>Each person who attends will receive a PDF copy of Amanda's best-selling book The Pioneering Practice.</p>	
15:30 – 16:30	Cybercrime and how to safeguard your business or the business you work for	SmartVault

*Programme subject to change without prior notification

Speaker profiles:

Gerrard Fisher, Managing Director, Astrid Data Protection Ltd

Astrid is a GDPR compliance system specifically designed to give practical advice for small businesses. Our GDPR process expert and the brains behind the business idea, Gerrard, has over 25 years' experience in business efficiency, product development and process engineering with a knack for making complex processes simple for people to use. Gerrard is a qualified GDPR practitioner and advises many small businesses on protecting personal data.

Amanda C. Watts, Managing Director, TwentyTwo

Amanda C. Watts is Managing Director of a training company called TwentyTwo. Amanda specialises in running a structured 3-step marketing and sales programme based on her best selling book The Pioneering Practice, which is designed to help established bookkeeping and accounting firms become more visible, vital and valued in their market. Her clients typically increase their revenue 25% - 150% in 12 months.

Amanda has been in marketing for 26 years, has won awards for her training programmes and is founder of the British Accounting Marketing Awards. Amanda have been featured in The Guardian, The Telegraph as well as speaking at QuickBooks Connect and being a keynote speaker at Accountex London.