

Embassy Suites
200 Township Place, Ridgeland, MS 39157 • Phone: (601) 607-7112
On site check-in begins at 7:45 a.m., Conference starts at 8:30 a.m. and ends at 4:30 p.m.
Member Fee \$445 | Non-member Fee \$595 All materials will be electronic only.

Name		CPA Certificate #	
Firm/Co.			
Address			
City/State/Zip			
E-mail		Telephone #	
Specific Needs: If you are disabled or have special dietary needs, please call us.			
☐ Are you a CPA? ☐ Yes ☐ No ☐ Are you a member of the MSCPAs? ☐ Yes ☐ No			
Registration Fee: \$_____ Reminder: Non-CPA staff may register at the “member” rate.			
Method of Payment: ☐ Check ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover			
Card #:			
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Signature			

2016 Technology Conference for Accountants | SESSIONS AT A GLANCE

MONDAY | MAY 9 | 2016

7:45 a.m.	On Site Registration
8:30 - 10:10 a.m.	GENERAL SESSION Tech Update 2016
10:20 a.m.	MORNING BREAKOUT SESSIONS
☐ 2	A New Day, A New Technology Way
☐ 3	Securing the Perimeter - A Management View
☐ 4	CPA Firm Technology Solutions
12 p.m.	Lunch
12:50 - 2:30 p.m.	AFTERNOON BREAKOUT SESSIONS
☐ 5	Accounting Software Update
☐ 6	Integrating Excel With Word and PowerPoint
☐ 7	Adobe Acrobat DC - Big Changes For PDFs
2:40 - 4:20 p.m.	GENERAL SESSION Excel’s Top 15 All Time Hints And Tips
4:30 - 5:20 p.m.	OPTIONAL SESSION PivotTable Refresher

TUESDAY | MAY 10 | 2016

7:45 a.m.	On Site Registration
8:30 - 10:10 a.m.	GENERAL SESSION Windows 10 Tips And Tricks
10:20 a.m.	MORNING BREAKOUT SESSIONS
☐ 11	Should Your Next Computer Even Be A Computer?
☐ 12	Profiting With Excel’s Best New Features
☐ 13	Best Technologies For Small Businesses
12 p.m.	Lunch
	AFTERNOON BREAKOUT SESSIONS
12:50 - 1:40 p.m. (Choose 1)	1:50 - 2:40 p.m. (Choose 1)
☐ 14	Get Organized With Evernote And OneNote
☐ 15	Workflow To Benefit You And Your Clients
☐ 16	Fraud In The Cloud
☐ 17	Our Favorite Apps
☐ 18	QuickBooks Online
☐ 19	Dashboards With Power BI Desktop
2:50 - 4:30 p.m.	GENERAL SESSION Critical Tips For Avoiding Identity Theft

REGISTRATION OPTIONS:
Credit card registrations will be accepted by mail, phone or fax. All other registrations must be mailed with payment.
• Fax to (601) 856-8255; with credit card information
• Mail a check payable to Mississippi Society of CPAs 306 Southampton Row Ridgeland, MS 39157
• Call (601) 856-4244 or (800) 772-1099
In State Only



ABOUT THIS CONFERENCE

CPE credit: 16 hours Specialized Knowledge and Applications with the opportunity to receive one additional hour of CPE Credit by attending the bonus session on Day One
Course developer: K2 Enterprises
Prerequisites: Fundamental knowledge of hardware, software, and technology trends
Program level: Overview
Advance preparation: None
Instructional delivery method: Group-live demo and discussion using color projection
Who should attend: Busy accounting and financial professionals who want to improve their personal and organizational productivity.



May 9-10, 2016
Embassy Suites
Ridgeland, MS

- » EXPAND *Your Knowledge*
- » INTEGRATE *Technology*
- » DELIVER *Results*

17 CPE Credits

All conference attendees will be entered in the monthly K2 Enterprises tablet giveaway

MSCPA
Mississippi Society of CPAs
306 Southampton Row
Ridgeland, MS 39157



Agenda

Day 1 Sessions

» 7:45 a.m. REGISTRATION & BREAKFAST

» 8:30 a.m. GENERAL SESSION

» Tech Update 2016

There is more new technology to consider this year than almost any other year in the last decade. Hardware and software businesses are changing quickly, the Cloud impacts business decisions, mobile strategies are becoming more clear, and the Internet of Things is a game-changer. In this keynote session, learn how to create a technology roadmap to improve organizational efficiency and avoid pitfalls.

» 10:10 a.m. BREAK

» 10:20 a.m.

MORNING BREAKOUT SESSIONS

2 A New Day, A New Technology Way

As technology continues to evolve, so too must our business practices. Failing to capitalize on new ways and techniques for completing tasks mean that we may be leaving tremendous amounts of productivity on the table. Join us for this session to examine how you can take full advantage of today's technologies to advance your business practices and processes so that you and your team are working at peak efficiency.

3 Securing The Perimeter – A Management View

Security is, and should be, on everyone's radar. Whether you control security choices or not, you can raise your awareness by attending this session. Understand the changes in firewalls, anti-virus, encryption and other tools so you can ask the right questions of your team. This session will also help you understand the risks and provide ideas on how to mitigate and minimize your exposure.

4 CPA Firm Technology Solutions

Would you like to work less while continuing to provide great client service, superior team member experiences, and the right partner profitability? Applying the right technology to the problems of your firm can accomplish all three of these objectives. In this session, learn about the new and best approaches in technology for CPA firms.

» 12 p.m. LUNCH

» 12:50 p.m.

AFTERNOON BREAKOUT SESSIONS

5 Accounting Software Update

The world of accounting software has changed, radically, over the last five years. While Cloud offerings have held the spotlight in the recent past, the traditional software vendors have responded with hosted and hybrid Cloud offerings of their own. These new options give businesses of all sizes the ability to access data and collaborate from anywhere, with some providing near real time reporting of key performance indicators. Join us in this session to learn about available accounting, reporting, and analytics options for your organization and/or your clients.

6 Integrating Excel With Word And PowerPoint

Excel is the accountants' tool of choice for analyzing data, and their analyses often find their way into formal reports and presentations. Most business professionals use cut-and-paste processes or re-key their analyses to integrate them into Word and PowerPoint, but these Microsoft Office products offer a full range of options for integrating data among and between them. Attend this session to ease the process of integrating Excel with Word and PowerPoint.

7 Adobe Acrobat DC – Big Changes For PDFs

With the introduction of Adobe Acrobat DC, Adobe changed the game on how we work with PDF documents. Acrobat DC offers a number of new productivity features that you will want to take advantage of including the ability to collect and send documents for e-signatures, fill and sign forms on mobile devices, and collaborate with other users through the Cloud. Join us in this session to learn how to take advantage of all that Acrobat DC has to offer.

» 2:30 p.m. BREAK

» 2:40 p.m. GENERAL SESSION

» Excel's Top 15 All Time Hints And Tips

Take your Excel productivity and efficiency to a new level by learning about fifteen of Excel's greatest features and functions. In this session, you will learn how to turbocharge your Excel workbooks with features such as Fuzzy Lookups and Inquire, along with tips for solving rounding issues and reducing spreadsheet errors.

» 4:30 p.m. OPTIONAL SESSION

» PivotTable Refresher

PivotTables remain Excel's most powerful feature, yet, many business professionals continue to avoid using them. Learn why you should work with PivotTables and how you can create simple, yet powerful PivotTables with ease. And perhaps best of all, once you master fundamental PivotTables, you will set the stage for even greater productivity by continuing to leverage their usefulness!

Day 2 Sessions

» 7:45 a.m. REGISTRATION & BREAKFAST

» 8:30 a.m. GENERAL SESSION

» Windows 10 Tips And Tricks

You've made the move to Windows 10. The Start Menu has returned and its Cloud integration is obvious, but most everything else is unfamiliar. This session will help you setup Windows 10 and improve its performance, security, and privacy. From navigation to setting default applications, this session provides the needed guidance. Plus, we will introduce you to virtual desktops, the digital assistant, the unified notifications area, and provide a detailed overview of the Settings.

» 10:10 a.m. BREAK

» 10:20 a.m.

MORNING BREAKOUT SESSIONS

11 Should Your Next Computer Even Be A Computer?

With increasing power built into smartphones, convertibles, and tablets, do you really need a desktop or laptop computer? If you could run all of your applications and services from a mobile device connected to a full-size monitor and keyboard, would you re-think future tablets purchases? Across the spectrum of major mobile operating systems, it is becoming increasingly possible to operate exclusively from a single mobile device. If you are trying to simplify your technology footprint, join us in this session.

12 Profiting With Excel's Best New Features

Excel is a staple of the business professional's toolbox, yet, new features remain undiscovered and underutilized, leading to inefficiencies and errors. Join us to learn about key new features added to Excel 2013 and Excel 2016 that can increase productivity, accuracy, and profit, such as Data Models, Flash Fill, and Enhanced Drill-Down and Around on PivotTables. Also learn about six new charts added in Excel 2016 and how to use PowerPivot, Power Query, and Power View for business intelligence.

13 Best Technologies For Small Businesses

Small businesses face unique challenges when attempting to implement technology. Is the Cloud the right place to do business? What about licensing issues? Should I upgrade my hardware and software? How much is all of this going to cost? Each of these questions – and many more – has likely been asked countless times in small business environments regarding technology. In this session, you will get the answers you need to make better technology decisions.

» 12 p.m. LUNCH

» 12:50 p.m.

AFTERNOON BREAKOUT SESSIONS

14 Get Organized With Evernote And OneNote

Evernote and OneNote are two of the best tools available for managing your daily activities and related data. Yet few business professionals take advantage of either of these tools and, consequently, items seem to "slip through the cracks." Beyond basic note-taking, you will learn how to link and embed other documents – even including audio and video files – into your notebooks. If you are seeking to stay in control of the ever-rising volume of information to which you are entrusted, then this session is a must!

15 Workflow To Benefit You And Your Clients

Workflow provides an opportunity to improve your practice along with team member and client experience. Improvement in both manual and automated processes can minimize missed deadlines and due dates, improve scheduling of resources, and reduce the amount of effort required to complete engagements. Learn how to develop your own customized workflows for your practice, and discover tools and techniques for implementation.

16 Fraud In The Cloud – New Risks In A New Environment

Cloud-based applications have changed the way we work, play, and access information. The benefits and risks associated with software-as-a-service (SaaS) and hosted applications are very different than traditional on-premise information technology. Some traditional items used in an on-premises forensic investigation, like the transaction audit trail, user access logs, and computer access logs, are often difficult to obtain for Cloud solutions. In this session, you will learn about some of the new risks associated with Cloud solutions as well as some techniques which can be used to limit these risks.

» 1:50 p.m.

AFTERNOON BREAKOUT SESSIONS

17 Our Favorite Apps

Apps are the new way to solve many different business issues. How can you find appropriate apps? How should apps be integrated with legacy systems? Should you create your own apps? Can apps do as much as traditional systems? Attend this session to get a broad overview of useful apps.

18 QuickBooks Online – Advanced Features And Functions

With approximately 1.5 million small businesses now running QuickBooks Online (QBO), accounting professionals must recognize that Cloud-based accounting is here to stay and begin to understand some of the advanced features in QBO that can help small businesses succeed. In this session, you will learn about many of the advanced features available in QBO such as inventory management, audit trails, customized reports, importing and exporting data, bank feeds, and linking QBO data directly into Excel. If you are not using QBO to its fullest or, are a bit curious about the advanced features available in the service, then you should make plans to participate in this session to learn more about what QBO can do for small businesses.

19 Create Stunning Dashboards With Power BI Desktop

Microsoft has created an alternative environment for creating user-interactive dashboards without Excel. The free Power BI Desktop application allows business professionals to create stunning dashboards using quick and easy drag-and-drop processes, but without the need to invest in a premium-priced version of Microsoft Office. Don't miss this opportunity to see this amazing new reporting tool in action.

» 2:40 p.m. BREAK

» 2:50 p.m. GENERAL SESSION

» Critical Tips For Avoiding Identity Theft

Identity theft is the fastest growing crime in the United States. On average, it will cost the victim several hundred dollars and dozens of hours to resolve. It can cause irrevocable damage to an organization's reputation and change public opinion. Participants will be presented with current examples from a wide range of industries and attack types. This session will describe how to identify when theft occurs, what information is most at risk, where the stolen information is used, and best practices on how to prevent it from occurring.

» Technology has forever changed the business world.

» Do you have the knowledge you need to move forward?

» Are you as effective as you can be within your organization or for your clients?

» Can you remain competitive?

LEARNING OBJECTIVES

After participating in these series of sessions you should be able to:

- » Determine how to utilize existing and future technologies to address the needs of your organization
- » Describe trends in hardware and software in order to make more informed decisions for your business and your clients
- » Develop and implement strategies for Windows 10, mobility and information security
- » Utilize Microsoft Office's most powerful features