



**TAG Accountants**  
Excellence in Practice

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# TAG Annual Conference 2018

**Wednesday September 19th 2018 - 9:00am to 4:30pm**

Chesford Grange Hotel, Kenilworth Road, Kenilworth,  
Warwickshire CV8 2LD

**A day packed with ideas, action points and practical solutions  
to take your practice from excellent to outstanding.**



**Dawnna St. Louis**

US Entrepreneur



**Nigel Risner**

Company  
Turnaround Specialist

## SPONSORS INCLUDE:



## Speakers include:

Dawnna St. Louis  
Nigel Risner  
Michael Sherry  
Simon Chaplin  
James Ashford  
Steve Hackney

## Conference topics include:

- Create Big Impact Every Time
- Blueprint for Business Success
- Maximising your practice value on exit with TAG
- How to build a great team
- Pricing for Profit
- Business Growth clubs (our 35 business coaches are on tap!)



Dawnna St. Louis

Biography

Back by popular demand, Dawnna is returning to the TAG Annual conference to present her 'Blueprint for business growth'.

Dawnna St Louis is the CEO of Next Up Now, an Innovation Consultancy. In her day-to-day role she creates the future of business and re-energises innovation. Dawnna knows there is no shortage of great ideas but without implementation it's all hot air. In her powerful presentations she challenges audiences to question "best-practices" and to drive ideas from whiteboard to boardroom to bottom line.Today, 100s of organisations and executives have tapped into Dawnna's knowledge to discover how to lead great ideas into the marketplace.

Dawnna's roots are in the technology space. She began as a programmer who went on to be the co-founder of a highly successful International Business Intelligence Consulting firm operating in 25 countries around the world. Before her consultancy success and work as a top leading innovation keynote speaker, Dawnna earned certifications in several Object Oriented Programming Languages including Java and C#. She went on to become a Certified Project Management Professional, a Process Improvement Black Belt, and earned her Bachelor's Degree in Information Technology.

Dawnna sold her IT business to Microsoft for US\$250 million having personally negotiated the deal with Bill Gates.



Nigel Risner

Biography

Entertaining and unreservedly direct, Nigel isn't just a motivational speaker – he is a company turnaround specialist driving everyone from CEOs to school children to ignite excitement and action in their life.

For more than 20 years, Nigel has been on his quest to make you the best by sharing his techniques and tools to break through the boundaries we put up around us. His always animated and interactive presentations have inspired thousands of FTSE 100 and Fortune 500 delegates, school children, charities and prison inmates, in groups of five to 5000 and all over the world, into taking positive strides in their work and personal life.

Simon Chaplin



Simon or 'Socks up Simon' as he is better known on stage, is the Senior partner of an award winning practice. Simon works just three days a week and will share with you how to build a great team.

Michael Sherry



Michael is a leading UK Tax Barrister and Chartered Accountant and will be explaining how to vastly increase the value of your practice on exit with the TAG Accountants Community. Whether MBO, MBI or outright sale, we can significantly enhance the price you will receive at retirement or part disposal.

James Ashford



James is the founder of Go Proposal; a system for putting high quality proposals and ensuring that services are correctly and fairly charged to clients. James will show you how to put effective proposals for value added services to your ideal clients.

Steve Hackney



Steve is a marketing guru who along with his team of 35 tried, tested and proven business coaches will build business growth clubs for TAG member firms and your clients. Steve is a former professional rugby player for Leicester Tigers and England. With yourselves as part time FDs, your clients will have a strategic board at a realistic cost.

CONFERENCE PROGRAMME

WEDNESDAY 19 SEPTEMBER 2018			
TIME	TITLE	SPEAKER	ROOM
8.30am	Registration		
9:00am	Welcome to the Conference	Richard Fallon	
9:10am	Blueprint for Business Growth	Dawnna St. Louis	
9:50am	Profits boost with TAG Financial Planning	Gavin Johnston	
10.20am	How to increase your profits with TAG Tax Advisory Service	David Logan	
10:40am	Break		
11:00pm	The team of the future	Simon Chaplin	
11:40pm	Pricing for profit	James Ashford	
12:20pm	Create Big Impact Each and Every Time	Nigel Risner	
1:00pm	Lunch break		
1:45pm	Lets get lively with the Marketing Engineer	Richard Fallon	
2:00pm	Agency and employment status	Robert Head	
2:20pm	TAG insolvency and restructuring	Tony Mitchell and Ken Touhey	
2:40pm	Earn from leading edge property investment	Dave Marshall	
3:00pm	Break		
3:20pm	TAG Capital Allowance Claims	Richard Hier	
3:40pm	Maximise your practice value	Mark Allen & Michael Sherry	
4.15pm	TAG Business Growth Clubs	Mark Allen & Steve Hackney	
4:30pm	Close		



# TAG Annual Conference 2018



## We have dozens of testimonials. A couple that really help you understand what we offer to Accountants in Practice are:

*"Last week I took on two new clients, one with £27 million cash in the bank and another with a multi million pound property portfolio. We would have struggled to engage with such clients without them realising that apart from our great skills as accountants, they were also getting the back up of TAG Tax and TAG Financial Planning amongst the other services which now enable us to compete with top ten UK firms on a level playing field"*

*"I made my subscription back in less than a week and have made it back several times over"*



The average TAG firm earns over seven times their subscriptions back in passive income. Some firms are earning hundreds of times the subscription and the upward curve is steep. The investment in TAG pays for itself even before the passive income.

**TAG ACCOUNTANTS—WORKING TOGETHER FOR YOUR CLIENTS**  
**OUR COMMUNITY IS ALL ABOUT YOU AND YOUR CLIENTS. WHEN YOU AND YOUR CLIENTS DO WELL THE WHOLE GROUP BENEFITS**

## Administration

### Venue Details

Chesford Grange Hotel  
Kenilworth  
Warwick  
CV8 2LD  
01926 859 311

Chesford Grange is a fantastic four-star Warwickshire hotel offering everything you could possibly wish for in a hotel. Historic charm is coupled with contemporary glamour, all set in beautiful grounds on the edge of the River Avon. Chesford Grange boasts luxurious bedrooms, an excellent restaurant and some of the best conference and event space in Warwickshire.

On the outskirts of Kenilworth and just a short drive to the beautiful town of Leamington Spa and historic Warwick Castle, Chesford Grange is set in 17 acres of stunning grounds yet easily accessible from the M40 and M69 and only 13 miles from Birmingham Airport.

### Special Needs

If you have any special needs or particular dietary requirements, we are happy to help where possible. Please contact us on 01789 201 912 with the details.

### CPD

A certificate of attendance is available on request following your attendance at this conference as a record of your training and development.

### Booking Enquiries

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