



Stephen Hamlet
IAPA CEO

IAPA CONFERENCE

EUROPE, MIDDLE EAST, AFRICA

3 -5 JUNE 2016 - VIENNA, AUSTRIA

The new IAPA conference app





IAPA Goals

- Raising the profile of IAPA
- Global coverage: expanding membership/countries whilst maintaining quality
- Increase communication & interaction between member firms
- Expanding and enhancing member services



IAPA – NEW marketing initiatives



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View @IAPAGlobal's new corporate video via IAPA TV
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Welcome to IAPA International
IAPA is a global association of independent accountancy and business advisory firms who provide accounting, audit, tax advisory and business consulting services.

Creating the fabric of a global society

203 member firms 69 countries 1200 million \$ turnover

MARKETING PACK

NEWSLETTER
The IAPA quarterly newsletter is an excellent opportunity for members to share news about their firms or particular insights into service sectors or industry niches. This provides an opportunity for member firms to raise their profile within the association and increase chances of referral work. Please do send through any articles or updates to the Centre and we will include these in subsequent publications. Previous editions can be found [HERE](#).

KEY STATISTICS

- One of the Top 10 global associations
- Over 200 member firms, covering 300 offices, in some 70 countries worldwide
- Almost 40 years in operation
- Turnover of members of over USD 1.1bn

CASE STUDIES AND MEMBER TESTIMONIALS
Examples of how IAPA member firms have worked together to assist clients with their global business can be found [HERE](#). These may be particularly useful when pitching for new work.

OUR ONLINE COMMUNITY
We are active on [Twitter](#), [LinkedIn](#) and [YouTube](#).

BROCHURE
We have produced a short e-brochure that can be sent to your clients to explain your offering as a member of IAPA International. This can be found [HERE](#).

PRESENTATIONS
We have provided PowerPoint slides for inclusion where relevant in your presentations to promote your membership of IAPA International. These can be found [HERE](#).

PUBLIC RELATIONS
If you are speaking to journalists, please mention your membership of IAPA International. Remember to include it in any information you provide with press releases.
If your firm gets any coverage in the press, please let us know so that we can promote this on the IAPA website and social media.
If you have any press releases that you would like distributed to relevant media outlets, please email these to [Stephen Hamlet](#).

PROMOTING IAPA ON YOUR WEBSITE
As a member, it would be advantageous to both the association and to your firm for you to have on your website:

- The IAPA logo
- Some text about the association:

IAPA International is one of the Top 10 global accounting associations and represents the combined strength of over 200

Find out more about IAPA conferences/ events
Watch IAPA TV:

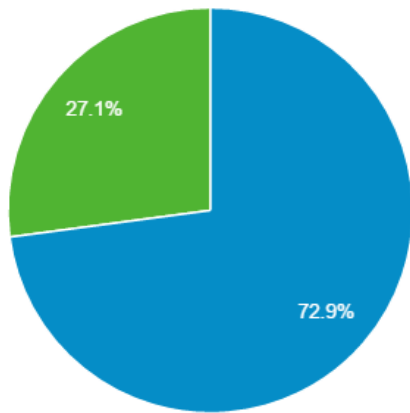


IAPA – new marketing statistics

IAPA website stats: Jan–May 2016

- 73 % new visitors

■ New Visitor ■ Returning Visitor



Twitter & Tweets

➤ 186 tweets



500 followers



IAPA TV stats:

IAPA Corporate video:
284 views

IAPA International Conference
Hong Kong video:
111 views

IAPA Latin American video:
94 views

IAPA Marketing video:
61 views

IAPA in the press....

BENCHMARK INTELLIGENCE FOR THE ACCOUNTING INDUSTRY

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Allinial and IAPA take first step towards integration

4 May 2016 by Vincent Huck

 Print  Email

Allinial Global and IAPA have signed a letter of intent to join forces by the end of 2016, International Accounting Bulletin has learnt.

If the integration was to go through, the combined organisations could become the third largest association globally with total fee income around US\$2.6bn, a total of 300 member firms present in 79 countries.

The two associations have set up an integration committee made of eight firms, four from each organisation, which will be led by IAPA CEO Stephen Hamlet and Allinial president Terry Snyder. The committee will look at the best way to combine both global organisations, and the proposed combination will be subject to board and membership approval.

"We will start with the integration committee to talk about the details and how the collaboration can go forward," Hamlet said. "But our intention is to combine by the end of this year; in the interim we can start sharing resources to help each other members."

Asked about a possible rebranding, Snyder said this will be one of the questions for the integration committee to answer. "Our objective is to create the best membership opportunity and client centric group together," he added.

"The other thing is independence," Hamlet picked up. "Both organisations have quality members who are independent and want to remain that way, but working together with likeminded organisations around the world."

Hamlet, who joined IAPA as CEO last July, told International Accounting Bulletin that from the start the main challenge was to build IAPA's presence in North America. Partnering with Allinial made sense, he continued, as Allinial North American presence would complement IAPA greatly.

But beyond symmetries in geographies, Hamlet said the two organisations share a common culture, centered on servicing clients and generating business for member firms.

"You should always start with the culture first, and we were looking for the right cultural fit," Snyder complemented. "We both have a common philosophy on a go forward basis, building out strategically what we need and promote the commercial aspect of what we want to do."

International Accounting Bulletin
There is an idea often voiced, especially at the higher end of the network ranking table, that there is a spectrum between pure referral affiliates on one end and single global partnerships on the other, and that in coming years there will be a shift towards the single global partnership side of the spectrum due to regulatory and commercial reasons. Do you agree?



Arguably they progress to be global providers, yet in some ways they're not. What we are all about in business, as it has been disparagingly said around the table, that are genuinely independent, with to be that way, and value it.

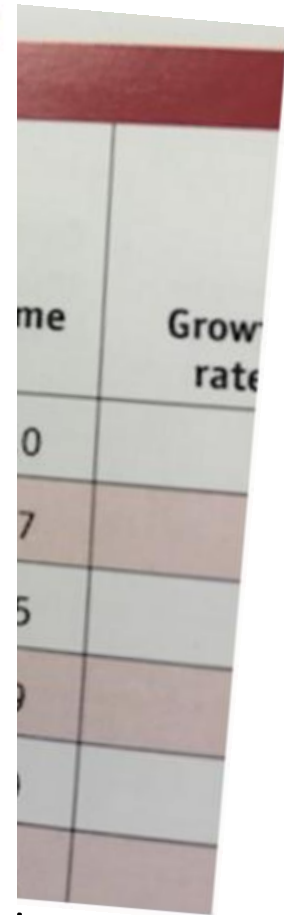
A frustration is that the whole industry, in terms of quality and standards, only really agrees to have regard for the Forum of Firms (IFF) membership, and to be a full member you need to be network, and even then the IFF is largely concerned with global audit, which is a proportion of what member firms really do.

have still in front of them that's more from a local view. And that's not the way to become a network. I think that within the network, you need to take on some of a network. But I mean, as becoming a network, what I mean by that is a need to look some people we're here to it, they are and interpret do. And I think if that's the case, then it's dealing with the same accountabilities that really makes you.

When business is completely clear that of firms that work to not lose one another at associations.

The IFFSA defines the concept of trust, meaning that of standards and I imposed on all the way the approach, even though they are best practice standards, trust enabled - when that conduct is well, that would be in the world a lot.

Hamlet: Tim, I rarely have got wanting to be a little bit more just joined cost but of pressure to help them.



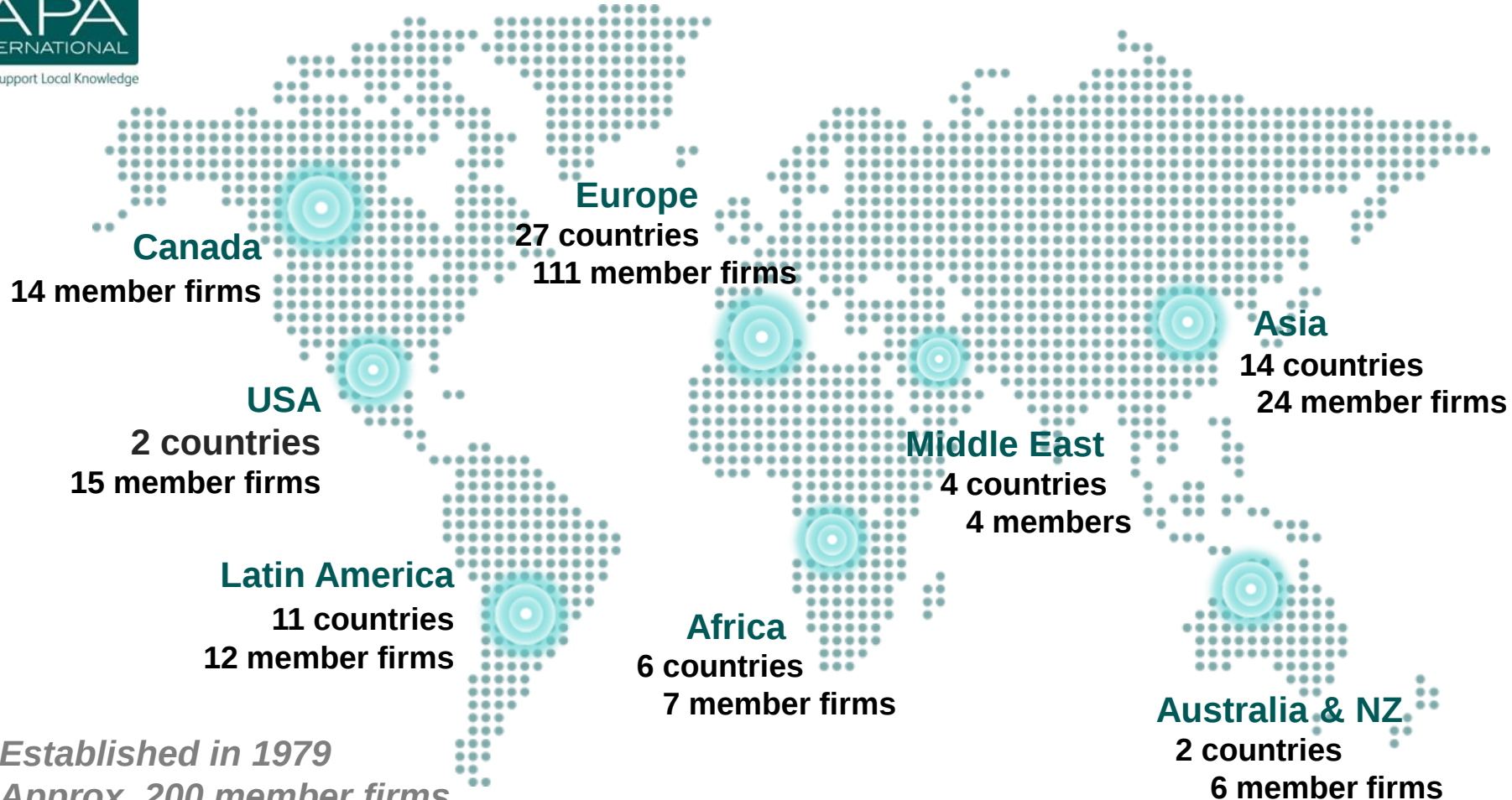
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Raising the profile of IAPA



London
Executives



- *Established in 1979*
- *Approx. 200 member firms*
- *Some 70 countries*
- *Total turnover of >US \$ 1billion*
- *Ranks in the top 10 international associations of accounting firms*

IAPA Growth: The last 12 months

Europe

- Spira, Twist & Associates, France
 - BONJOUR Audit, Hungary
 - UK200Group: Cheshire

New branches

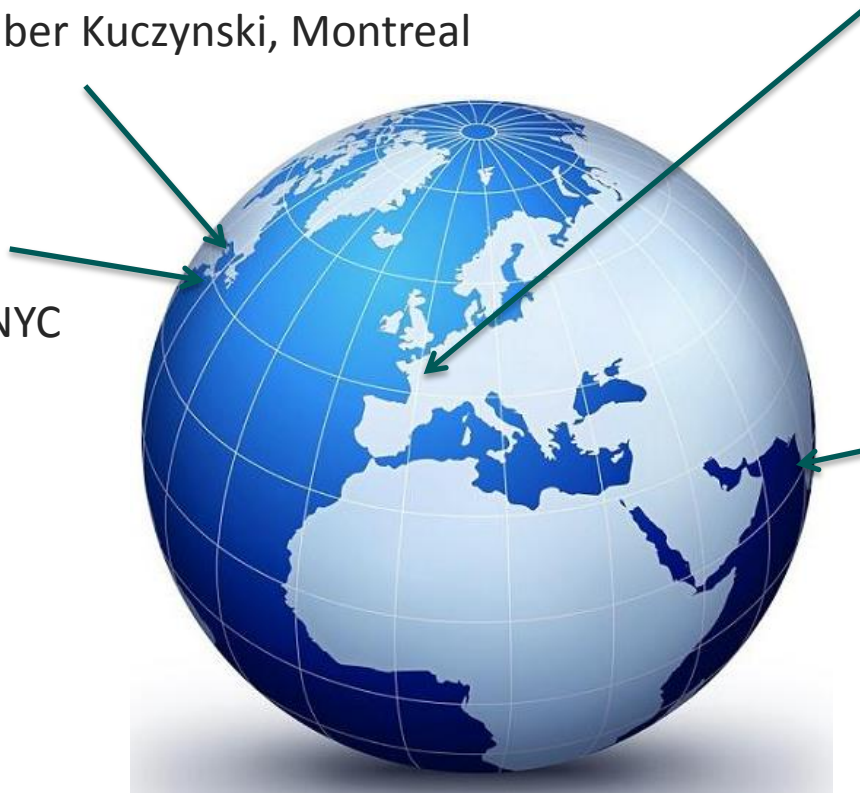
- Harwood Hutton, London, UK
- Revitrag, Lucerne, Switzerland
- Wilkins Kennedy, The Falklands

Canada

- Lacharite McComber Kuczynski, Montreal

USA

- Schulman Lobel, NYC



Asia Pacific

- U.S. Gandhi Group, India
- ZhenQing CPA Co Ltd, China
- Yong Tan & Co, Malaysia

Losses: Luxembourg, UK, India, USA, Nepal
Expulsions: Russia



IAPA events 2016

BHD Conference
Winnipeg, Manitoba
22-25 September



IAPA Marketing Forum
Amsterdam, 19 February



European Fly-In/ Fly-Out
Istanbul, 15 April



IAPA USA, Portland,
Oregon, 24-26 June



IAPA Europe
Vienna, Austria, 3-5 June



European Fly-In/ Fly-Out
September/October



IAPA International Conference and
Latin American Regional Event
Rio de Janeiro, Brazil
23-26 October



IAPA Deutschland
Neuss, Germany
2-3 December



UK200 Group event
Southampton, UK
16-18 November



Madison Group event
Melbourne, Australia
13-15 July





Creating a stronger association

