



IAPA International Conference Barcelona 2017

Member discussions. Achieving Market Leading Practice Profitability





IAPA: How can IAPA grow? Discussion points:

30 minutes

- What can the centre/regions do to attract new members?
- Law Firms?
Do we open up to Law firms? Some 60% of the survey said they would like to invite law firms to join IAPA.
- Other Professional Firms?
Do we extend membership even further to other professional firms eg. corporate finance?
- Merge?
Do you want to consider merging with other like-minded international accounting associations or even associations with both lawyers and accountants or just lawyers.



Sharing Best Practice.

Achieving Market Leading Practice Profitability

Discussion points:

1. What new services have you added to your offerings?
2. Have you made any strategic changes with regard to **client service** and **relationship building**? If so, what and what are the results?
3. Adapting to new service offerings, can you share examples of how your marketing has changed eg. **webinars, speaking slots, blogs**