

# Sage Seminar Theatre

<b>Date:</b>	<b>Wednesday, 23 May</b>			
<b>Session Time</b>	<b>Session Title</b>	<b>Company</b>	<b>Speaker</b>	<b>Synopsis</b>
<b>11.00am - 11.45am</b>	How implementing effective credit control strategies can reduce late payments and bolster your revenue streams	Chaser	David Tuck (CEO of Chaser)	Late payment is lethal to UK SMEs. Sage's recent research shows the average UK SME spends 15 days a year chasing late payment, and over 50% of them are suffering negative consequences because of it. In this seminar, Chaser's David Tuck demonstrates the most effective credit control strategies and tools that are combating this problem. And how strategic accountants are now leveraging them to add value to their clients, grow their client base, and bolster their firm's revenue streams - including the growing trend of offering outsourced credit control.
<b>12.00pm - 12.45pm</b>	Introducing Sage Accountant Cloud: the platform to run your practice	Sage	Michael Office, VP Accountants Product Management & guest Accountant	Join Michael Office, VP Accountants, as he introduces how Sage Accountant Cloud can help you automate your workflow from bookkeeping through to compliance... all through a single view of your clients and practice.
<b>1.00pm - 1.45pm</b>	Sage Business Cloud Accounting: welcome to zero compromise in the cloud	Sage	Chris Baber-Davies, Key Accounts Partner & guest Accountant	In this session, Chris Baber-Davies implores you to take another look at our cloud product. Chris, who was previously an accountant spending time in both practice and industry, explores our mobile offering and OCR technology before taking a deep dive into the core components that are great for accountants. . With Sage Business Cloud Accounting, we're bringing Sage 50 desktop technology we know accountants love, into the cloud.

<b>2.00pm - 2.45pm</b>	Sage 50cloud: the power of desktop plus the flexibility of cloud and mobile	Sage	David Scott, Business Development Manager, Pete Smith, channel enablement manager & guest Accountant	David Scott, who was an accountant in practice for many years, showcases the latest innovations on our cloud connected product, combining Sage 50 that you know and love with the efficiencies of the cloud. Hear about the product roadmap as well as some exciting new features that will ensure you stay compliant.
<b>3.00pm - 3.45pm</b>	Making Tax Digital: Be ready with Sage	Sage & Tree Accountancy	Julia Wedgwood, Channel lead Accountants & Nick Evans, Associate Director from Tree Accountancy	At this session Sage MTD expert Julia Wedgwood will be joined by Nick Evans, Associate Director from Tree Accountancy. Together they will share practical insight on preparing your practice team and your clients for MTD. During this session you can see how Sage Business Cloud will easily manage MTD VAT
<b>4.00pm - 4.45pm</b>	Transform how you manage payroll with our brand new Online bureau	Sage	Ceara Metcalfe, Product Management lead, Jenny Lowe, Product Manager & guest Accountant	Hear our product experts and accountants showcase the amazing features of the payroll online bureau. We've connected the Sage 50 Payroll you know and love today to the cloud, unlocking automation and efficiencies across your end to end payroll workflow.
<b>5.00pm - 5.45pm</b>	GDPR Panel – all you need to know	GDPR 365	Nick Eckert (GDPR365), Chris Downing (Milsted Langdon), Adam Prince (Sage) – Hosted by Tom Rahder (Sage)	On the 25 May 2018, the existing data protection law across the EU will be replaced by the General Data Protection Regulation ("GDPR"). The GDPR expands on existing data protection rules and introduces new ones. Come and join our panel of experts discussing key GDPR topics and how to ensure you are on track for the changes and to maximise the opportunity that is presents.

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<b>10.15am - 10.45am</b>	How the accounting industry can drive productivity by keeping employees happy	Personal Group	CIO for Personal Group	It's well reported that UK productivity has performed poorly since 2008. There are many reasons for this, but one thing that is well known is that engaged employees are more productive. With the UK at near full employment the motivation and retention of employees is critical to the success of a business. The costs, some explicit and others hidden, of recruiting, training and motivating staff to full productivity can be very high. One of the tools that large employers have used to retain and motivate staff over and above basic pay and rations has been the use of employee benefits programmes. How can these help? And where to go to get them?
<b>11.00am - 11.45am</b>	Introducing Sage Accountant Cloud: the platform to run your practice	Sage	Michael Office, VP Accountants Product Management & guest Accountant	Join Michael Office, VP Accountants, as he introduces how Sage Accountant Cloud can help you automate your workflow from bookkeeping through to compliance... all through a single view of your clients and practice.
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<b>2.00pm - 2.45pm</b>	Making Tax Digital: Be ready with Sage	Sage & PKF-Francis Clark	Julia Wedgwood & Darren Jasper, Head of Cloud Accounting, PKF-Francis Clark	At this session Sage MTD expert Julia Wedgwood will be joined by Nick Evans, Associate Director from Tree Accountancy. Together they will share practical insight on preparing your practice team and your clients for MTD. During this session you can see how Sage Business Cloud will easily manage MTD VAT
<b>3.00pm - 3.45pm</b>	Transform how you manage payroll with our brand new Online bureau	Sage	Ceara Metcalfe, Product Management lead, Jenny Lowe, Product Manager & guest Accountant	Hear our product experts and accountants showcase the amazing features of the payroll online bureau. We've connected the Sage 50 Payroll you know and love today to the cloud, unlocking automation and efficiencies across your end to end payroll workflow.
<b>4.00pm - 4.45pm</b>	How automation and AI is transforming the accounting industry	AutoEntry	Brendan Woods, CEO Autoentry	The rapid development of automation and AI is disrupting the accounting industry and offering valuable opportunities for early adopters. The strategic application of these technologies enables users to drive enhanced operating efficiencies, process data faster and draw sophisticated insights from this information. In an increasingly competitive market, an understanding of this type of digital innovation will be key in order for firms to improve service delivery to clients. But where to start? And what solutions will be the most important to adopt in the long-run?