

2009 CPA Global Conference



Paris, France
4-7 October 2009

Learn, Share, Network!

Why Should You Attend the 2009 CPA Global Conference?

- Enhance your IP knowledge and extend your system usage with 13 interactive training workshops.
- Stay abreast on IP best practices and hot topics from IP industry experts that impact your bottom line.
- Get your questions answered through one-on-one time with CPA Global experts in the Software Lab.
- Build new relationships and rekindle old ones by networking with other IP professionals.
- Mix like minded people together and you're bound to get some new ideas and innovative practices that will enhance your IP knowledge.

What's New in 2009?

- Five Business Solutions Sessions
- Eight Software Best Practices Sessions
- Thirteen Training workshops
- Extended Day at the Software Lab
- Additional Networking Opportunities & Conference Networking Guide
- The Press Club
- FoundationIP Demonstration

Suggestions for Seeking Approval to Attend

The CPA Global Conference is the one event you don't want to miss in 2009. In order to help you seek approval to attend, we've put together some valuable tips to present to your management:

1. Explain the Return On Investment that you will gain from the conference and how this will impact your department:
 - a. This is your one-time opportunity to receive educational sessions to learn directly from other users and from our expert staff which directly impacts your bottom line.
 - b. You will receive complimentary training—**valued at 1,250 euros**—on a variety of topics. One-on-one, hands-on training in the Software Lab and presentation-style workshops give you many opportunities to improve your knowledge of the software.
 - c. This is a client driven conference. The high quality agenda was put together by 10 clients to ensure that the sessions are tailored to your specific needs.
 - d. Best Practices sessions: Industry experts share their first-hand software products and services experiences. Learn from these organisations their best practices which you can apply in your daily activities as well as to your long-term objectives.
 - e. Over 40 CPA Global representatives onsite at your full disposal for three days: seek answers and advice from our consultants, support staff, and software experts.
 - f. Three days of networking opportunities allow you to gain and share indispensable experiences and exchange best practices with other users which you can put into practice back at the office.
 - g. Now is the time to find out how you can best use your software investment to leverage and extend your market position.
2. Act now to take advantage of the Early Bird Pricing which **saves you 300 euros!** Register another colleague from your organisation and register early to **save another 100 euros!** The savings could cover your travel! Remember to factor in hotel and travel costs into your budget.
3. Ask your manager what they would like you to benefit from at the conference
 - a. It's important to get your manager and team's input, but do not forget to remind them what you learned last year and how it impacted your role.
 - b. After attending the conference, do not forget to tell others what you learned.

How to Register?

Register now at www.cpaglobal.com/paris2009. If you have any questions, please contact Lisa Kertsos at lkertsos@cpaglobal.com or by phone at +1-571-227-7034.