

# 2010 CPA Global Conference



Washington, DC  
October 17-20

## Why Should You Attend the 2010 CPA Global Conference?

- Over 50 sessions specifically designed to enhance your IP and product knowledge.
- 17 Hands-on training sessions designed to provide you with a wealth of information to help improve the way you manage your IP portfolio.
- Get your questions answered through one-on-one sessions with CPA Global experts in the Software Lab.
- Build new relationships and rekindle old ones by networking with over 100 IP professionals.
- New software product release details will be announced.

## What's New in 2010?

- Hands-on training sessions
- New Conference Delegate Orientation
- New User Boot Camp- three days of intensive training valued at over \$5,000+
- More Best Practice sessions than ever
- A Greater Focus on Trademarks
- More advanced training sessions than ever

## Suggestions for Seeking Approval to Attend

The 2010 CPA Global Conference is the one event you don't want to miss. 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 \$2,600** for the standard track and **over \$5,000+** for the New User Boot Camp—on a variety of topics. One-on-one, hands-on training in the Software Lab and sessions 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 17 clients to ensure that the sessions are tailored to your specific needs.
  - d. Best Practices sessions: over 25 industry experts share their first-hand experiences using the software. Learn from these organizations their best practices which you can apply in your daily activities as well as to your long-term objectives.
  - e. Over 50 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 Pricing which **saves you \$300!** Invite another colleague and register early to **save \$400 per additional person!** The savings could cover your airfare! Remember to factor in hotel and travel costs into your budget.
3. Ask your manager what they would like you to benefit from attending 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/dc2010](http://www.cpaglobal.com/dc2010). If you have any questions, please contact Lisa Kertsos at [lkertsos@cpaglobal.com](mailto:lkertsos@cpaglobal.com) or by phone at +1-571-227-7034.