

Free Infocasts a Boon to Busy Financial Execs

For CPAs, finding the time to learn about practical solutions to business issues is never easy. Whether you work in Omaha, New York, London or Sydney, keeping up with emerging trends and business strategies is challenging. The AICPA is working to alleviate the difficulty with an informative series of Infocasts. The timely topics, practical advice and convenience of these sessions have motivated thousands of CPAs and financial executives from around the globe to register for these free sessions.

Infocasts are interactive combinations of slide presentation and lecture given through the Internet. Participation is easy – anyone interested in taking part can register at www.cpa2biz.com. Registrants receive a link through email and simply log-in right before the Infocast begins. These online sessions feature recognized experts who use real-life examples and case studies to provide useful guidance on current and emerging strategic management concepts and practices.

These Web-based events draw from Management Accounting Guidelines (MAGs) and other leading edged content developed by the AICPA, CMA Canada and the Chartered Institute of Management Accountants (CIMA). In just over an hour, expert authors impart lots of practical knowledge and advice that participants can use in their organizations. As an added option, participants can purchase one hour of CPE credit at the low rate of \$29.95.

Knowledge Sharing Across the Globe

The AICPA initiated the Infocast series as a way to further support its members who work in private, public and not-for profit organizations. The Infocasts were developed by the AICPA, CIMA and CMA Canada as a way to share the knowledge contained in the jointly developed Management Accounting Guidelines and other topics critical to the successful management of the business their members lead.

“Management accounting is critical to the Institute and its mission of serving the public interest. More than 40 percent of our members work in public, private and non-profit organizations,” said John Morrow, AICPA vice president - Business, Industry & Government. “By forging strong partnerships with other leaders in management accounting and providing valuable programs like these, we support the continuous development of CPAs in business and industry. Today’s CPAs are business partners and strategic decision makers who help organizations grow and remain strong.”

Fall 2007 Infocast Schedule

All infocasts run from 12:00 pm -1:15 pm EDT. Upcoming events include:

September 20 - *CIMA Strategic Scorecard* will offer practical guidance on how to develop a scorecard to keep your organization and board focused on key strategic initiatives and business critical risks

- October 18 – *Financing and Accounting Outsourcing* will provide guidance on navigating the potential pitfalls of making an outsourcing decision and managing outsourcing relationships.
- November 15 - *Managing Customer Value* will provide an overview of methods to measure, manage and maximize customer profitability and lifetime value.

Registration is on a first come, first served basis. Infocast and registration information is available www.cpa2biz.com.

Looking Ahead to 2008

The AICPA, CMA Canada and CIMA team have already selected Infocast topics for 2008. In spring 2008, Infocasts will explore Leveraging Risk Opportunities, Performance Reporting and Intellectual Capital. “We continually try to improve the Infocasts by selecting topics that reflect current business issues faced by our members,” said John Morrow. “We want to make sure CPAs everywhere know about these sessions. Through the state CPA societies, we hope to reach CPAs in every state. It’s a terrific resource for business and industry members.”

All Infocasts are archived and available for review any time. “Even if you missed an Infocast, you can still view them,” said Ken Witt, AICPA Technical Manager, Business, Industry & Government. The Infocasts are archived on the AICPA’s Financial Management Center web site, at <http://fmcenter.aicpa.org/> under Resources/Management Accounting Guidelines.

Management Accounting Guidelines are also available on the Web site. AICPA members can download the guidelines for free; non-members can purchase them. Said Witt, “The Guidelines continue to be a terrific source of practical knowledge for CPAs and financial executives in any organization.”

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