

# Speakers



Dave Steele (Steele) has been a Director of Business Fitness since its inception and also runs a successful Taupo-based accounting firm. Steele's drive, enthusiasm and energy stems from coaching everyone around him, and he takes great pleasure guiding businesses and accounting firms through the trails of life. In 2010 he was awarded a fellowship by NZICA for outstanding service to the community. Steele's 27 years of community sporting service also resulted in him being awarded the Sports Advisory Council Outstanding Contribution to Sport in 2009. Underlying everything Steele does is his genuine interest in people - he's a relationship builder. As Steele says 'what goes around comes around'.



Viv Brownrigg is considered a visionary in the accounting world along with being a mentor, consultant, and key speaker. Viv is truly an entrepreneur, having founded Business Fitness NZ, a service much needed by the accounting industry. Chartered Accountant and Director of a successful Te Puke-based accounting firm, Viv relishes the challenge of continuing to drive the accounting industry to greater heights, especially in times of adversity. Viv has a fascination and interest in human behaviour within the context of business management and strategy, and a genuine passion and empathy for the human condition. She has a deep understanding of the work styles and behaviours that drive improvement in the accounting industry.



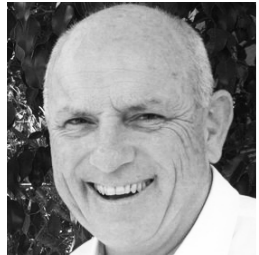
Rachael Hopkins has headed the Business Fitness NZ Client Development Centre (The CDC) since its launch in 2008. Through the CDC Rach has unleashed a comprehensive on-going webinar programme, new client training and customised training - all to upskill accountants and their staff around the country. As chief recorder, editor, moderator and in house IT specialist, Rach comes with a strong background in customer service, software support and training. Rach is definitely 'technically savvy' but has the very special skill of being able to translate technical things into common everyday language that we and our clients can easily understand.



Chris Bell is the founder and Managing Director of Customer Experiences Ltd and a leading expert in the development of Customer Experience strategies. With a book under his belt ('The Great Kiwi Customer Experience') and 28 years experience in sales, marketing and brand management, he is also a sought after business media commentator and conference speaker. Focusing on customer experience strategy, customer experience leadership, customer centric business cultures, customer loyalty and business creativity, Chris is goal orientated and passionate about 'making a difference' by motivating and developing the skills of people in a way that will maximise business growth and profitability.




Dr Mike Ashby challenges business owners to rethink their business, focusing on some of the classic traps we fall into and the opportunities for progressive businesses. His practical and positive approach helps attendees get motivated and focused. But he does it with humour, intelligence and insight. Prior to 2003 he was Chief Operating Officer at Southern Cross Healthcare, where he turned a \$42M loss into a \$30M profit in just two years. Before that he was a partner at Ernst & Young Consulting, where he led the Strategy and Transformation practice. He draws on a vast range of practical experiences as well as research into latest best practice from the world of business and personal development.

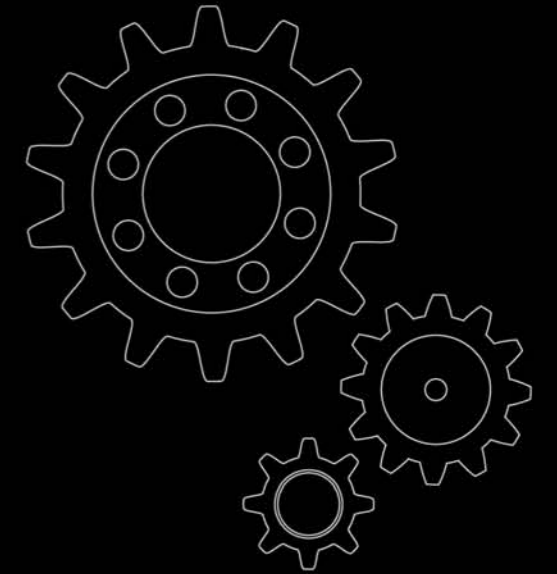


Tony Mowbray is a sailor and one of Australia's premier international motivational and inspirational speakers. Tony speaks with absolute authority about 'The Power of Commitment'. His inspiring story offers a recipe for success in today's tough business climate. Tony exudes passion, constantly drawing upon his experiences and sharing the lessons learnt with each audience, in a highly customised fashion. He is focused on giving the audience genuine 'take home value', providing problem solving techniques, and the link between positive attitude and reward (negativity is easy) how 100% commitment will encourage those around you to do amazing things to help them achieve their goals.

# THE ACCOUNTANTS' BIG DAY OUT 2011

Friday 13 May, The Langham Hotel - Auckland

[ because... ]  
busi·ness   
[biz-nis]



**-noun**

1. an occupation, profession, or trade.
2. the purchase and sale of goods or services in an attempt to make a profit.

3. **is PERSONAL**



businessfitnessnz

Principal Sponsor:



# Feedback from The Accountants' Big Day Out:

*'Fantastic! - Can't wait until next year'*

*'Why have I missed so many BDO's over the years!'*

*'First time at BDO. Was the most useful knowledgeable conference I have ever attended'*

*'A high class motivating day!'*

**'All sessions right on the mark. 10 out of 10!'**

*'Right on the button - issues we are all facing. We have two pages of notes for our planning day discussion points. THANKS. We recovered our costs of attending by 10am'*

*'Viv paid for the trip down in 30 minutes'*

**'Pushed me to think outside of the box & face up to changes that are really required to meet my client service needs'**

## Friday 13 May 2011

**8am - 5 pm**

Followed by:  
Cocktails & canapes, dinner  
& entertainment

**The Langham Hotel  
Auckland**

83 Symonds Street,  
Auckland

P (9) 379 5132

F (9) 377 9367

[www.auckland.langhamhotels.co.nz](http://www.auckland.langhamhotels.co.nz)



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# The Programme

8:00 - 8:45	Session		Coffee & Registration
8:45 - 9:15	One	Dave Steele, MC	Welcome & agenda for today
9:15 - 10:15	Two	Viv Brownrigg	<b>Business is personal</b> <ul style="list-style-type: none"><li>• The hard trends that will shape this industry's future</li><li>• Redefine efficiency - 'lock-down' and get in the work zone</li><li>• Tell the truth faster - 'The things we think and DO NOT SAY'</li><li>• Forget the financials and show the clients the money</li><li>• Play the game from your heart and transform client relationships</li></ul>
10:15 - 10:45	Three	Rachael Hopkins	<b>Simple technology that keeps it personal</b> <ul style="list-style-type: none"><li>• E-newsletters that engage clients</li><li>• Virtual meetings that are almost as good as the real thing</li><li>• Your web presence, blogging, YouTube, Survey Monkey and Dropbox</li><li>• To Facebook or not to Facebook</li></ul>
10:45 - 11:00	Session		Morning Tea Break
11:00 - 12:00	Four	Speed dating	<ul style="list-style-type: none"><li>• <b>Part 1</b> - Leading the change to integrated workpapers - Andrea Cunniffe of Leslie O'Donnell Chartered Accountants</li><li>• <b>Part 2</b> - Making the most of specialist tax practitioners, for you, your team &amp; your clients. Phil Bell &amp; Phil Walker of nsaTax. Not a technical session.</li></ul>
12:00 - 1:00	Session		Networking Lunch
1:00 - 2:00	Five	Chris Bell of Customer Experiences	<b>Creativity is the 2011 competitive advantage</b> <ul style="list-style-type: none"><li>• Capitalise on the creativity within your practice</li><li>• Create an outstanding customer experience</li><li>• Delivering greater client value</li><li>• Break out of the boring 'World of Sameness'</li></ul>
2:00 - 3:00	Six	Speed Dating (cont.)	<ul style="list-style-type: none"><li>• <b>Part 3</b> - Clients need a coach - Dr Mike Ashby, The Breakthrough Company</li><li>• <b>Part 4</b> - Smart Accounts Receivable (SmartAR) - Dave Birch Enabling you to delegate your entire accounts receivable process</li></ul>
3:00 - 3:30	Seven	Mike Medicott	<b>Your Disaster Recovery Plan</b>
3:30 - 3:45	Session		Afternoon Tea Break
3:45 - 4:45	Eight	Tony Mowbray	<b>The Power of Commitment</b> <ul style="list-style-type: none"><li>• To win was to live, to lose was to die - the ultimate team building challenge!</li><li>• It's not about the boat... it's about relationships!</li><li>• Your attitude is contagious... is yours worth catching?</li><li>• Dream... Think... Talk... Commit... Act!</li><li>• The 100 'per centers' make a real difference</li></ul>
4:45 - 5:00	Nine	Dave Steele	<b>Wrap up and closure</b>
5:00 - 6:00			Cocktails & Canapés
7:30 Onwards			Dinner & Entertainment
			... & Party with the BFNZ team to the wee small hours...

**REGISTER ONLINE NOW!**

For conference enquiries contact: **Jules Benton / Nat Brownrigg / Taryn Clarke**  
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