

# SPEAKER INFORMATION



**SMSF**  **SCHOOL** **INCOME TAX**  **SCHOOL**

**LAW**  **SCHOOL** **FINANCIAL PLANNER**  **SCHOOL**

## Know Us & Join Us!

We have been in business since 2005, helping Australian business with legal tax structure like forming companies, self managed super funds, trusts and other related documents and management services. Keeping the changing world in mind and our customer demands, we are now launching SMSF School, an online portal for CPD certification sessions and much more. Committed to the highest standard, we are focus driven to meet and exceed our customers professional requirements. A trusted name in the world of finance and accounts we will not settle for anything but the best. Join us and read more to help us create an interactive and collaborative learning experience!!

E-LEARNING



EARN MONEY



INSPIRE STUDENTS



JOIN OUR COMMUNITY

### ONLINE

The 'Digital Revolution' is leading to significant changes in the way certified professionals from the accounting, advisory, law, and finance world manage their work and clients today. Our financial service school, an eLearning platform has been thoughtfully and specifically designed. We offer flexible, effective CPD that is not just about ticking boxes. Our focus is to provide people working within accounting, financial, law and advisory firms with a comprehensive guide to developing skills necessary to excel in the modern professional service environment.

The online world is growing and the benefits of online learning are numerous. Continuing Professional Development online is not only cost effective but better time management and an efficient way of imparting or gaining latest information relevant for your profession. Speakers and students alike can focus on enhancing their skills at their own time and at a venue of their choice and comfort - All you need is a computer, internet connection and the desire to continue your professional development.

### MARKETPLACE

We have propelled ourselves into the next generation of E-Learning School advice and services. A new era of online webinars and CPD certification courses is here to stay and we want to make this a win - win platform by catering to our ever growing robust client base of more than 50,000 accountants, financial planners and solicitors.

Our core services to members since last 16 years include education, training, technical support and documentation; spreading our wings, we have enrolled over 180 students who have already paid and are eager and ready to start their eLearning sessions with the experts in the field.

Our School gathers professionals from across Australia for collaboration and connectivity to bring the best that is out there on a single platform. We combine the expertise and knowledge with high-value interactive moments for over all benefit of our speakers and delegates while creating a stronger network.



## CPD

Our short programs are CPD eligible and structured for skill development as CPD is a mandatory requirement for all service practitioners in Australia. All individuals who hold a class 1 licence, class 2 licence or a certificate of registration must complete the CPD specified for their licence or certificate category each year. As we know that the failure to comply with the CPD requirements can result in the suspension or cancellation of the licence or certificate.

The structure of all of our courses lies within the eligibility criteria for CPD hours outlined by the various Member Associations. All our courses are directly relevant to the desired profession. The CPD year for all licence and certificate holders starts on 23 March each year and ends on 22 March the following year. All of our courses have clear, documented learning objectives and assessment tasks that are scored independently. CPD hours are calculated on the basis of the time typically taken to complete each module including viewing presentations, completing workbooks and assessment tasks and developing your SMART action plan for professional development purposes.

## RAPID GROWTH

We carry a wealth of experience and user database. Being a name to reckon with, our portal "TRUSTDEED.COM.AU" in the last 16 years has developed a strong reputation and is now an agency of choice for prominent corporates, charities and state government departments, helping execute ambitious mandates across a variety of channels.

We are also associated with, Online SMSF audit, the 1st fully automated online SMSF audit software developed by us in 2013. It was used to audit over 80,000 SMSF funds last year and allows us to enjoy a great market reputation. After 16 years, our umbrella continues to expand its digital presence and IT Infrastructure by recently launching our website for interactive and on demand CPD sessions. Online CPD sessions is guaranteed to save you time, enabling you to take on more sessions and well researched topics of relevance. We have been selling packages and vouchers for CPD included with our other management services and on-going training, leading to more than 200+ students who are waiting for the launch of our CPD sessions.



## SESSION TYPES

Most of our seminars are available in all three formats, though we are currently more eLearning focused



### Live online

We ensure the quality of content is directly relevant to public practices and proves to be an asset to our students. Each session is approved prior to being finally uploaded for viewership. Conduct or attend the conference live from your venue of choice from any electronic device with an internet connection. This option includes an electronic copy of the seminar papers and a question answer session with the speakers or a chat tool to ask any questions you might have or talk to other live online delegates. The attendance for students will be verified via the login times on the platform. There are no restrictions on how many CPD points you can claim, though each session would usually be for 1 hour and equivalent to 1 CPD point.



### Face to face

Attend the conference or seminar in person at one of our first class venues. This option includes a hard copy of the seminar papers, morning tea for morning sessions, afternoon tea for afternoon sessions and full day catering for full day conferences. The attendance will be verified via check-in and/or sign-in and sign-out sheets. There are no restrictions how many CPD points you can cover or claim as that would depend on the program for the day.

## WHY JOIN US

Add value & share your expertise

Tap into our 20,000+ customer database

Gain exposure & enhance your recognition

Start Now with the word Go!  
Benefit from our 200+ pre-registered students

Recurring monetary benefit from the On - Demand recordings

Income generation based on attendees

Choose or do both; Live online sessions or / and On- Demand recordings



### On demand recording

Upload or download and watch the recorded sessions for our popularly demanded information or subject coverage from any electronic device with an internet connection. The on demand recordings remain available for upto 12 months. Each upcoming live online session recording is available after 48 hours. To be eligible for CPD points the students will be required to successfully complete the questionnaire prepared and uploaded by the speaker. The attendance will be verified via the login times to the platform.





## HOW IT WORKS - FLOWCHART

### TALENTED TEAM



Our core team brings together speakers and delegates on a common platform. Their coordination and relentless persistence to make sure the best experience is provided, makes them work untiringly to bring our online sessions to life. Our dedicated & helpful team is always eager to help with customer satisfaction being the driving force. The team stays on its toes for any trouble-shooting instances that may arise and are busy Innovating and constantly evolving the websites user experience to ensure the highest standard of development.

### CUSTOMER BASE



A Trusted name in the online world, we have been at the forefront providing services to our financial planners, auditors, accountants and solicitors. Over the last 16 years we have built a strong base of over 50,000 committed customers who would be our target audience for the CPD sessions.

- ✓ Currently we are eager to launch our website as we have over 200+ students who have already paid in advance for the classes securing an early spot for the upcoming events.
- ✓ We expect students to be purchasing annual packages of bulk webinars. These would include live 'upcoming webinars' as well as pre-recorded sessions for CPD on Demand which will allow them 5 webinars a month (Recorded and made available for all students as per their CPD requirement and availability).

### SPEAKER PANEL



Speakers from the field of SMSF, Income Tax, Law and Financial Planning are apt for this opportunity. It is important to ensure the quality of content is directly relevant to public practices and proves to be an asset to our students. We recommend structuring the content to share compulsory information effecting the rules, regulations, legislative framework or providing other insights to promote awareness, advocate better practices or overcome challenges for various work related issues.

- ✓ To earn as you speak, every speaker would require to initially fill in the expression of interest to be empanelled with us.
- ✓ You will then be able to generate login details which will guide you to your speaker page where you can create and edit your speaker profile, choose the topic talk, upload content and choose event type on our easy to navigate website with your preference of date and time.
- ✓ The speakers also get to choose the student registration cost for the webinar with prior discussion with the team. We suggest that pricing webinar's at a reasonable cost ensure a higher participation number.



## SESSION MARKETING

Once all the above steps are completed and we have a confirmed speaker with an upcoming event/session within the eligibility criteria of CPD hours, we then reach out and spread the information to attain the optimum number of attendees.

- ✓ We contact and market the sessions with the speaker information to our complete customer database.
- ✓ The event is marketed online via our fully supported website.
- ✓ Emails and calls are made to spread awareness of the upcoming events
- ✓ Social media platform is used for marketing of the event to our esteemed accountants, auditors and financial planners interested in completing their CPD points for the year



## GO LIVE

We provide complete pre and post registration support for all our sessions

- ✓ CPD certifications are provided for the Live upcoming sessions for the attendees and this is provided after 48 hours of successfully completing / attending the event.
- ✓ CPD certifications are provided on the successful completion of the structured Q&A section created by the speakers to test the eligibility and scope of understanding for the students enrolled in the on Demand sessions
- ✓ Interactive Q&A platform is conducted during Live webinars
- ✓ The attendance for students will be verified via the login times on the platform.
- ✓ All of our courses have clear, documented learning objectives and assessment tasks that are scored independently.



## POST EVENT

As our ELearning sessions covers various spectrums of practice sizes, from sole practitioners to large practices; and includes a range of business types, from individual to partnerships to companies – we have a huge variety of students that we cater to. With live online sessions where there is no personal face to face interaction, it gets even more important to receive feedback or suggestions from the attendees.

- ✓ Final attendees are encouraged to provide feedback on the session
- ✓ Pay out and invoicing is completed depending on the number of final attendees for the event
- ✓ The numbers of final attendees and invoicing is shared with the speakers for transparency The speaker login page will give all invoicing details with complete transparency reflecting the number of events conducted by the speaker along with the number of final attendees.



## OUR VALUE PROPOSITION

### Key Features that set us apart

#### TARGET POTENTIAL



We give you an exposure to our customer platform of more than 50,000 professionals. Being associated to trustdeed.com.au and we have an existing client base of 56,000 financial professionals which include accountants, auditors, financial advisors and trustees whom we can cater to with our online SMSF, Law, Income Tax and Finance sessions.

#### READY AUDIENCE



Selling service packages associated to our umbrella we have managed to already acquire and enrolled more than 200+ students who have paid and bought our vouchers that include CPD sessions totaling to more than 200 hours! They are just waiting for us to launch and upload the events now. These students are accountants, auditors, financial planners etc

#### PLATFORM SUPPORT



We have a customized Speaker login on our website which enables you to directly upload the sessions before hand and be prepared in your own convenient time. You are able to create a live online event as well as make it available for viewing later by students – it is all your decision to make. Each session is approved prior to being finally broadcasted for viewership. With your individual login you are in control of your profile and sessions with a tap of a finger



## EARN AS YOU SPEAK

We give you a fully supported platform to conduct live online sessions called "Upcoming Events" for a 33% fee of the price. A fully customized platform where you the speaker, can choose the relevant topic and session cost before uploading material for approval. All pending and approved sessions along with invoices and breakups are provided directly on your log in account with full transparency.



## RECURRING OPPORTUNITY

Creating an event for live online session is not just limited to that one event, you have also have the choice to make your event available for "CPD on Demand" for a 25% fee of the price that is chosen by you for the event. These On Demand sessions can be just stand alone sessions or a recorded copy of the live session with a prepared questionnaire at the end to make the student eligible for CPD. The On Demand sessions contribute towards a recurring income of upto a whole year

## KEY METRICS TO REMEMBER

- ✓ Profit sharing and recurring income generation
- ✓ Social Media Marketing of upcoming events with Speaker Info
- ✓ Email Marketing of upcoming sessions to our complete customer base
- ✓ Personal Introduction of the speaker by our representative  
Opportunity to have company logo inserted in to on-the-introduction slide. These will also be supplied and available digitally to be electronically used by the delegates/registered participants.
- ✓ LIVE as well as Recorded On Demand session options.
- ✓ Live interaction with students during Q&A session

# START

## INCOME SPREADSHEET FOR AN EVENT YOU CREATE CAN LOOK LIKE THIS:

- ✓ You put casual price for your upcoming event **\$60 on 33% profit sharing**
- ✓ You put CPD on Demand price from your event **\$30 on 33% profit sharing** available for upto a year
- ✓ We would also have Annual – bulk packages. You agreed that annual subscribers can come attend your event, then that would be an additional income generator depending on type of session being a live upcoming event or an On-Demand event which would be available to view on the website for up to 12 months.

Session Type	Attendees	Price	Profit Sharing	Turn Over
Live	180	\$60	33%	\$3600
CPD on Demand	180	\$30	25%	\$1800
<b>INCOME GENERATED from 1 WEBINAR</b>			<b>TOTAL</b>	<b>\$5400</b>

You will get \$5400 for just 1 webinar as per above structure exemplified.

If you conduct 10 such webinars annually, your annual income could be \$54,000

You can easily secure your spot and topic of preference by uploading the session name and dates beforehand for efficient student enrolments.



**We are an online marketplace rich in number of EXISTING STUDENTS ready to interact with trusted voices of our Speakers!!**

## IT IS AS EASY AS THESE 4 STEPS



**JOIN HANDS**



**PLAN**



**EVENT TAKE OFF**



**GENERATE INCOME**

## NEXT STEPS

### STEP 1: YOUR EOI

Consider the opportunity and decide if you would like to become a speaker at one of our events, or know someone who should, we would love to hear from you. You can suggest a specific topic or general area that matches your experience and expertise. Simply fill out the form or reach out to us via email, call or chat via our website chat box [smsfschool.com.au](https://www.smsfschool.com.au)

### STEP 2: ENGAGEMENT LETTER

Engagement Letter provided to be signed, scanned and sent via email to take the relationship forward. We will then draw up an engagement letter / paperwork to get things rolling. We would require a list of convenient dates for live sessions or on demand recordings.

### TECHNICAL KICK-OFF & EXECUTION

In Step 3 you complete the Speaker login and after the topic and dates have been finalized, we formally commence work for marketing and registration of the online event / session. We vet and approve the content and Go Live !!

## Contribute to Our School News

Gain valuable exposure authoring an article in one of our popular weekly newsletters.

SMSF School Insights reaches four distinct audiences; Accounts, Finance, Legal and Auditors. The informative newsletters reach tens of thousands of professionals featuring content from our speakers.

Contributions are sought for the Latest News, Industry Updates, and Ask An Expert sections.

Please contact XYZ on 0000000 or at [.com.au](https://www.smsfschool.com.au) if you are keen to write for our School Insights.

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