



BLUEPRINT FOR
GROWTH
THE RAINMAKER SUPERCONFERENCE




2020 SUPERCONFERENCE UPDATE

A Remodeled Experience for Maximum Engagement in Challenging Times

The importance of community has never been more important, and these challenging times push us to find new ways of coming together. After careful monitoring of official health and travel guidelines, along with extensive thought and planning with niche community leaders, we are pleased to announce a redesigned format for the 2020 SuperConference.

The new design provides the learning, networking, and collaboration opportunities of a traditional conference, yet is spread over the remainder of the year in a combination of virtual and in-person formats. If you previously registered for the conference as originally planned, your registration will automatically transfer for the entire remodeled experience. Also, registrants are invited to include additional team members from their firms to attend all virtual sessions for no additional fee.

Adjust your calendars for the new 2020 SuperConference series as outlined on the next page. More details will follow soon.

June 25-26, 2020	September 24, 2020	December 9-10, 2020
Live Virtual Conference	Live Virtual Workshop	Live In-Person Conference
Online 6 hours of CPE	Online 2 Hours of CPE	Nashville 9 Hours of CPE
		
<p>This live virtual event kicks off with a keynote from Michael Platt from <i>Inside Public Accounting</i>. This session will explore trends in the profession revealed by data on best practices, areas of focus, retention, M&A activity, and an outlook for the future.</p> <p>Following this, community breakout sessions will focus specifically on issues impacting their niche practices. The online format will enable participants to share insights and engage with like-minded members, all while they learn and work on a growth “blueprint” for strategic implementation.</p> <p>A virtual reception at the end of Day 1 will provide participants with an opportunity to connect outside of sessions and expand their networks.</p>	<p>As a follow-up to the June virtual conference, this two-hour virtual workshop will provide a check-in on progress and facilitated discussions around barriers faced and results achieved. Subject-matter experts on key topics will provide guidance to help keep you on track.</p>	<p>By December, we will all be ready for some long-overdue in-person face time. This live, on-site two-day event will help you fine-tune your growth blueprints going into 2021. Sessions will focus on the latest profession and industry updates, best practices, and innovative ideas for continued success.</p>
Additional Member Opportunities in 2020		
<p>Community Roundtable Virtual Discussions We will continue to provide community specific roundtables centered around relevant topics for our members throughout 2020. These virtual roundtables will enable you to remain connected with subject-matter experts, continue peer-to-peer collaboration, and help drive you towards achievement of your goals.</p> <p>Resource Member Virtual Connections Our resource members and sponsors offer a wealth of ideas and resources to help you grow a successful niche practice. We will continue to collaborate with these valuable providers to host member experience events designed to provide insight, engage members, and showcase relevant solutions.</p>		

NEXT STEPS:

- All existing 2020 SuperConference registrations will automatically transfer to cover the entire remodeled 2020 SuperConference experience, including all virtual and in-person events.
- New registrants interested in attending the virtual sessions, in-person conference, or both, please reach out to [Nikki Demers](#) to reserve your seat.
- [Download our best practices for Zoom](#). You can request a test session with one of our staff, by clicking here to be sure you meet the requirements or if you have questions.
- Check your email for event updates which will include virtual connection links, times, sessions, descriptions, and CPE information.
- Check back often on the [website](#) for updates and more information for each event.
- If you have any general questions regarding the transfer of your registration or technical requirements for the 2020 Rainmaker SuperConference Experience, please reach out to Nikki Demers at nikkie@therainmakercompanies.com.

