



▶ | myCPE

**YOUR PARTNER IN  
EDU-MARKETING**

# About myCPE

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myCPE is a dedicated webinar/video platform providing Continuing Education (CE) to CPAs, EAs, Tax Professionals, Accountants, CFO/Controllers, etc. myCPE is a go-to platform of accounting, finance & tax professionals to learn and earn their CPE/CE credits.

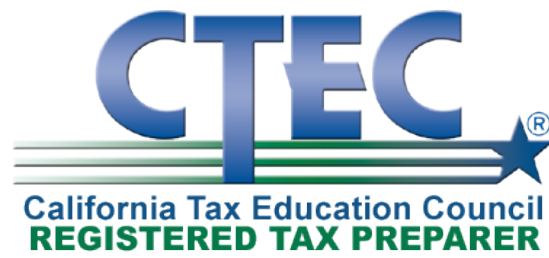






# Why myCPE?

**NASBA, IRS, TSBPA & CTEC Approved**



myCPE is a NASBA, IRS, TSBPA & CTEC approved continuing education (CE) provider and as a result, has the credibility that the professionals are looking for



# Why myCPE?

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- ✔ myCPE has established itself as a go-to continuing education platform in the accounting industry and hence your association with myCPE will bring you more credibility and trust.
- ✔ Educational initiatives are always perceived positively and credibly in the market place.



# OUR REACH & DEMOGRAPHICS

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**1M+ POTENTIAL OUTREACH**

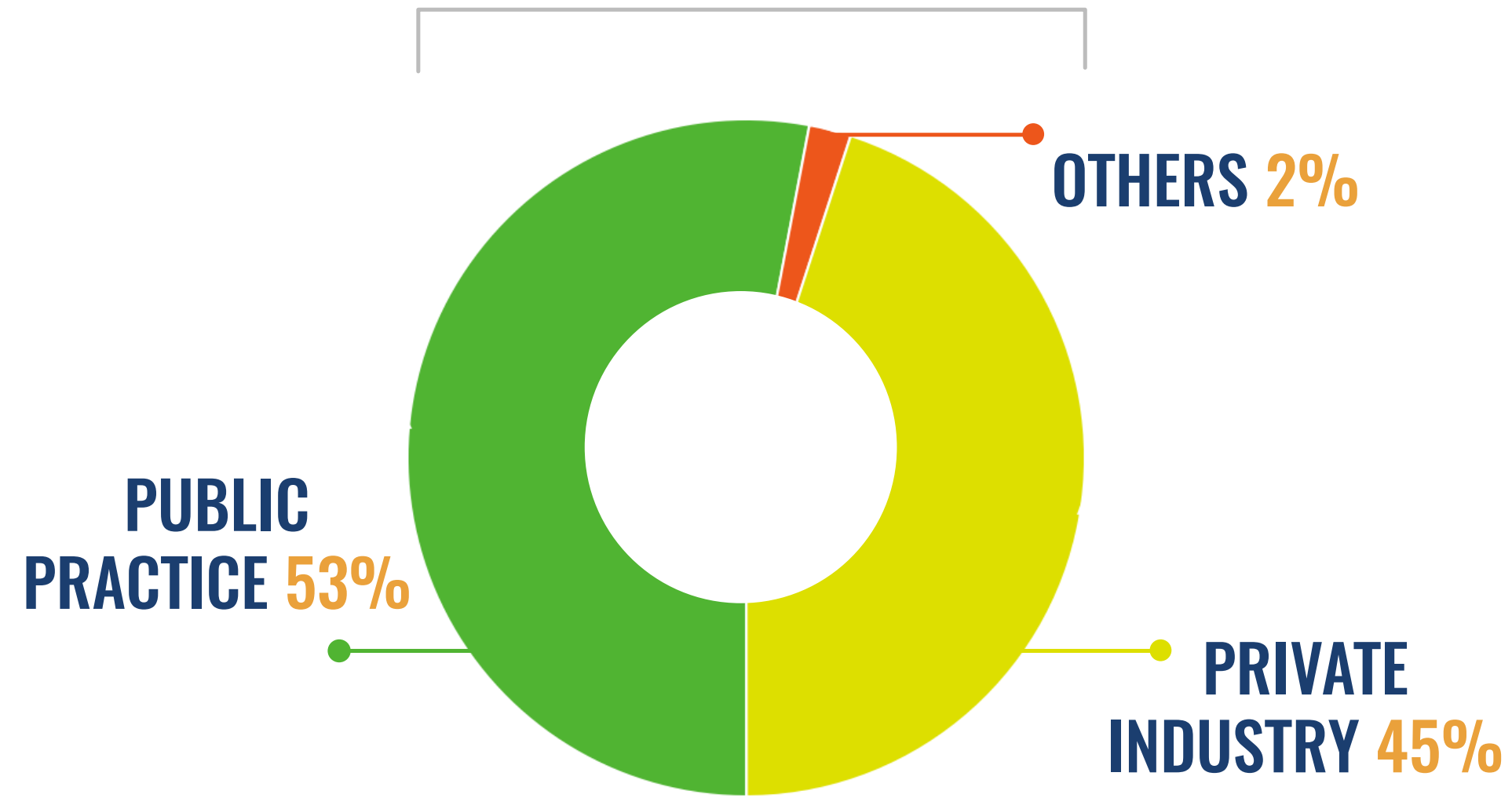


- 01** WEBSITE MONTHLY TRAFFIC: **50,000+\***
- 02** NO. OF MEMBERS: **70,503\***
- 03** MAILING LIST: **1,045,301\***
- 04** NO. OF USERS IN US: **99.8%**

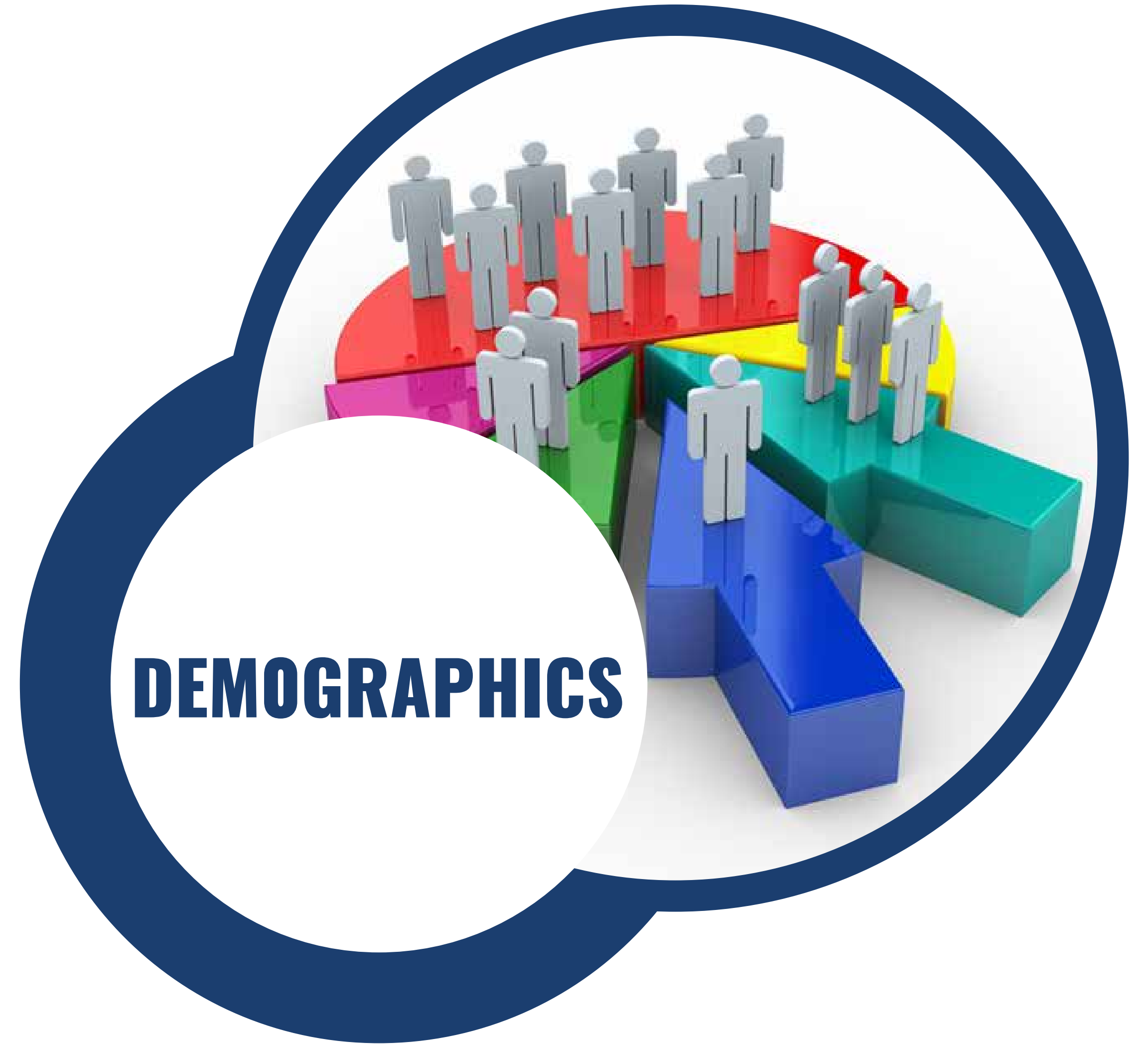
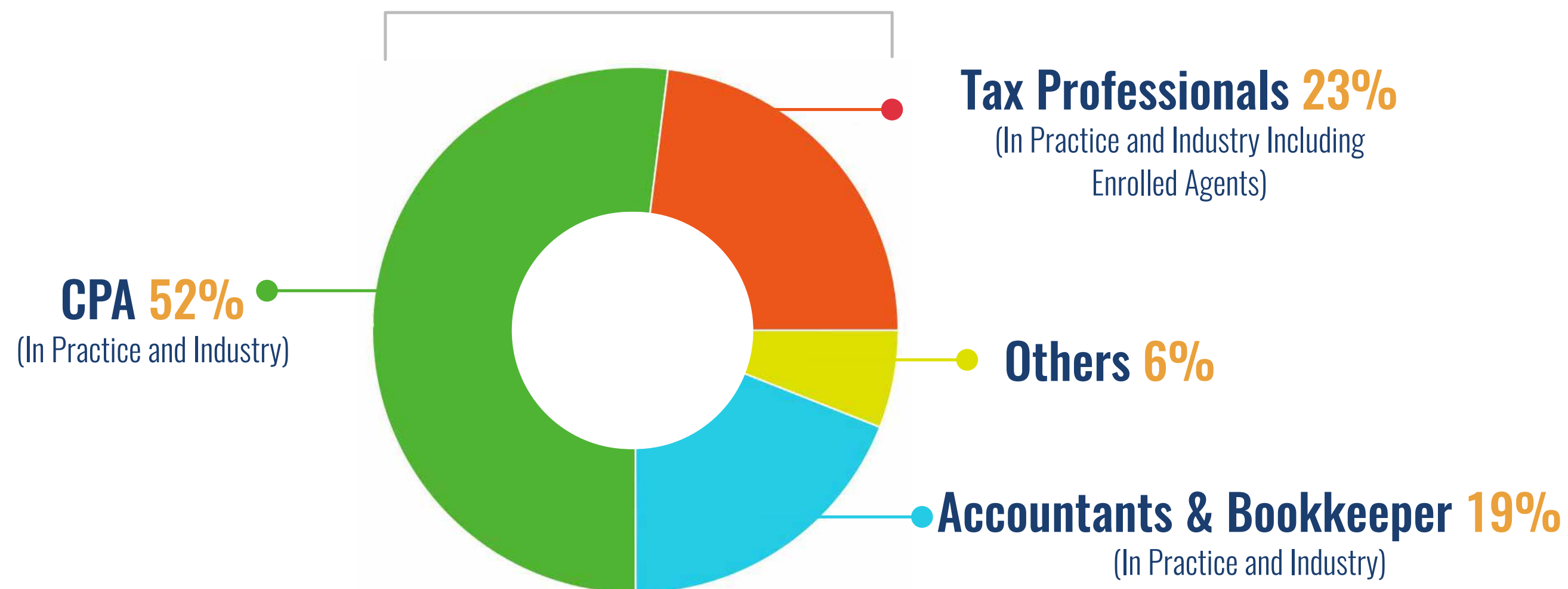
\*Please note that the data mentioned above are approximate as of September 15, 2019



## BY INDUSTRY



## BY TITLE



# TARGETED AUDIENCE

## WHO SHOULD ATTEND?

### WHO SHOULD ATTEND?

CPA (INDUSTRY) | CPA - LARGE FIRM

CPA - MID SIZE FIRM | CPA IN BUSINESS | NON PROFIT PROS

ACCOUNTANT | ACCOUNTING FIRM | BUSINESS OWNER

CFO/CONTROLLER | (YOUR CUSTOM TITLE)

You can add your custom title to filter out your audience.

## WHY YOU SHOULD ATTEND?

### WHY YOU SHOULD ATTEND ?

With laws protecting sexual harassment at workplace, me too campaigns, high level of media attention around it, their have been severe variety of litigation in the corporate and business arena which had never got any significant precedence. So, how this changing landscape will impact and how you being in fiduciary or trusted position as Advisor/CFO/Consultant will be expected either to take right decision for your company or give right advice.

You can be more specific in this section which is most suitable for your target audience. So that, the user can evaluate your webinar before registering.

## TARGETED MARKETING



We try to target our marketing as per the understanding of your audience, whether it is email marketing, social media advertising, or geo-specific.



# ATTENDANCE REPORT

	May	June	July	August	September	October
Average Registrations/Webinar	56	74	90	116	210	260
Average Attendance/Webinar	40	60	72	91	145	208
No. of Webinars	24	38	51	66	78	165
<b>1 Credit = 1 Meal</b>	<b>960</b>	<b>2280</b>	<b>3672</b>	<b>6006</b>	<b>11310</b>	<b>34320</b>

**438**  
Total Webinars

**59036**  
Total *Smile* Raised

\*All Data presented based on registration till 31<sup>st</sup> October, 2019

# WHAT DO YOU GET?



## On Demand (Self-Study) Videos

Watch online CPE videos & submit review and final quiz questions

## Live Webinars

LIVE WEBINAR

REBROADCASTING

As an company/presenter, you can educate attendees by doing a live webinar presentation.



# EDU-MARKETING BY myCPE

myCPE is a winning combination of Education + Marketing.  
It provides you with:

- 01** | Dedicated/Undivided Attention From The Audience.
- 02** | Reputation & Credibility to Your Brand.
- 03** | Targeted Promotion to Drive Engagement.
- 04** | Position Your Team/Company as Experts/Thought Leaders.

# MYCPE DIFFERENTIATORS

- 01** | 1 Credit = 1 Meal
- 02** | Free & Premium Users
- 03** | Rich User Experience | Social Media Promotion
- 04** | On-Demand Videos w/Continue Watching Feature
- 05** | Comprehensive Course Description | Learning Objective | Who Should Attend
- 06** | 1M+ Outreach







**WEBINAR**

# **INTERACTIVE & ENGAGING WEBINARS**

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- ✔ Use Webcam
- ✔ Audio/Video/Animation/Pictures
- ✔ Storytelling, Sharing Experience
- ✔ Case Study, Chart, Survey, Reports
- ✔ Ask Questions
- ✔ Hand Raise
- ✔ Chat Panel and Question Panel
- ✔ Polling Questions
- ✔ Direct Audio Questions
- ✔ Direct Moderator Questions

# #16 TOUCH POINTS OF BRAND ENGAGEMENT

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**01** | Registration Email

**02** | Reminder Email 1

**03** | Reminder Email 2

**04** | Standard Email Promotion

**05** | Dedicated Email Promotion

**06** | Company Page

**07** | Evaluation Email

**08** | CPE/CE Certificate

**09** | Live Webinar

**10** | Facebook Post

**11** | LinkedIn Post

**12** | Speaker Page

**13** | Twitter Post

**14** | Instagram Post

**15** | Home Page

**16** | Webinar Page



# LIVE SEMINARS VS. MYCPE WEBINARS

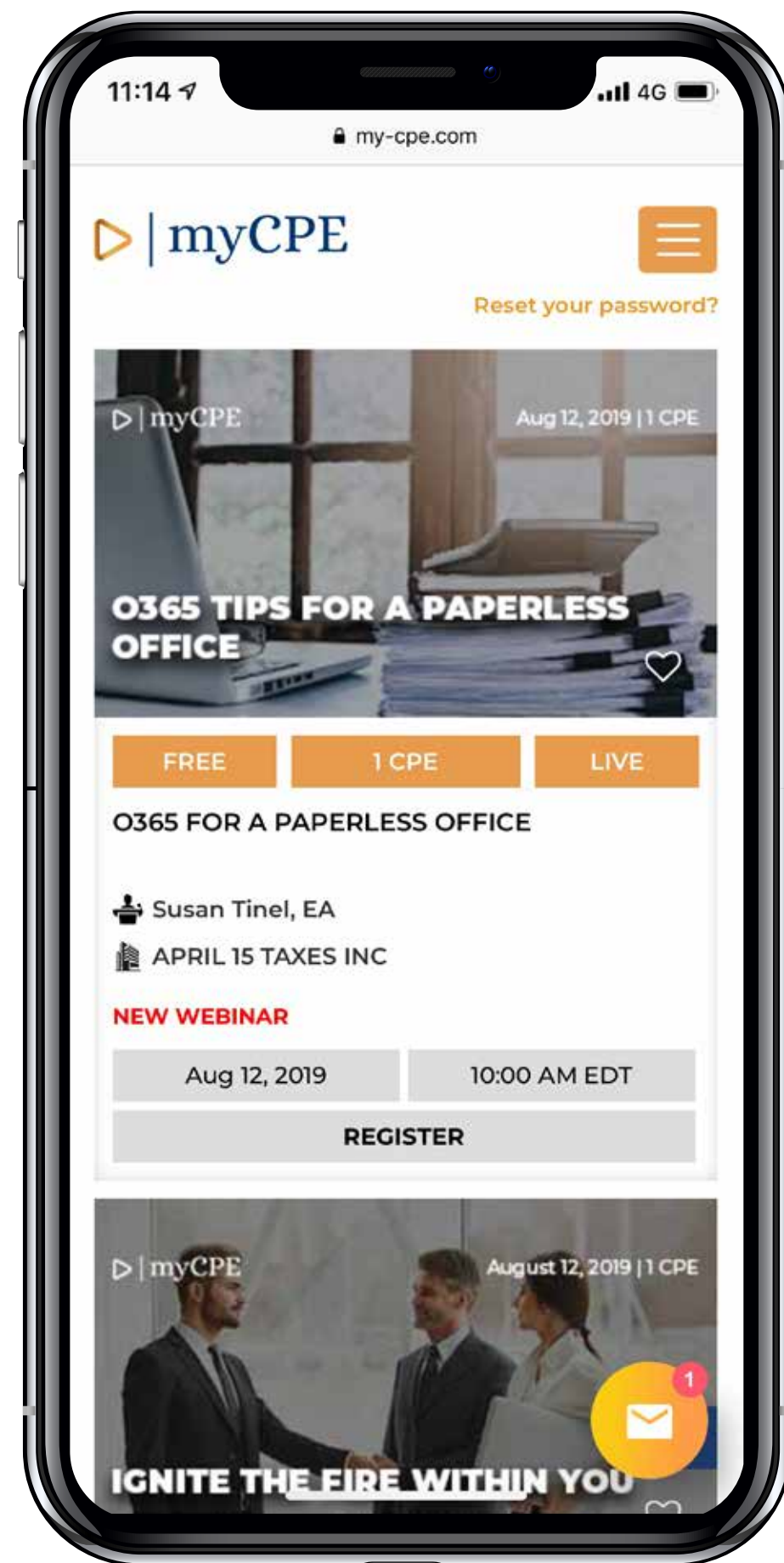
## CONSISTENT DECREASE IN THE NUMBER OF TRADE SHOW ATTENDEES-AICPA

YEAR	2017	2018	2019
AICPA ENGAGE ATTENDEES	5500	4500	3500
% OF CREDITS EARNED ONLINE	28%	36%	42%

## SIDE-BY-SIDE COMPARISON

TRADE SHOWS	LIVE WEBINARS
DECREASING ATTENDANCE	INCREASING ATTENDANCE
LOW QUALITY ATTENTION & ATTENTION SPAN	GREATER QUALITY OF ATTENTION AND ATTENTION SPAN
FIXED PRICE OF SPEAKING SESSION	NO FIXED PRICE
PERCEIVED AS SALES PITCH	PERCEIVED AS EDUCATION
NO LEAD GENERATION	QUALITY LEAD GENERATION
NO TARGETING	'WHO SHOULD ATTEND?' TARGETING
LIMITED EXPOSURE	NATIONAL OUTREACH
MUST ARRANGE A SPEAKING SESSION	NO SEPARATE SPEAKING SESSION
LOGISTICS & TRAVELLING INVOLVED	NO LOGISTICS, NO TAVELLING
LOW ROI	HIGH ROI

# MOBILE APP COMING SOON



Free Android/iOS **Mobile Application.**

Access Webinars/Videos **Anytime, Anywhere On The Go.**

**Continue Watching** Feature Like Netflix.

























Easy Management Of **CPE/CE Credits On Smartphone.**



# SOME CLIENTS

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**LeaseQuery**  
BUILT BY ACCOUNTANTS FOR ACCOUNTANTS

**HodgsonRuss**  
ATTORNEYS

Dennis F. Dycus CPA, CFE, CGFM  
Excellence in Continuing Professional Education

**HARBOR**  
COMPLIANCE®

JAGARGUETA

## Hoping to See You Here!



# SOME NOTABLE SPEAKERS



**Aaron Berson**  
Gettry Marcus CPA, P.C.



**Alan Heyman**  
SMLR GROUP, Inc.



**Alex Martin**  
Productive Pricing



**Alexander Buchholz**  
PKF O'Connor Davies LLP



**Carlos Dias**  
Carlos Dias Jr.



**David Peters**  
Peters Tax Preparation  
& Consulting, PC



**Doug Vairo**  
LoanOfficerStore.com



**Gary Cokins**  
Gary Cokins



**Geni Whitehouse**  
Even A Nerd Can  
Be Heard



**Imtiaz Munshi**  
AZSTEC LLC



**Jason Dinesen**  
Dinesen Tax &  
Accounting, P.C.



**Joshua Lance**  
Lance CPA Group



**Karla Sasser**  
Karla Sasser



**Khurram Chohan**  
Together CFO



**Marcey Rader**  
Work Well. Play More!



**Stephen Wershing**  
TaxWarrior



**Patrick J. McCormick**  
TaxWarrior



**Susan Tinel**  
April 15 Taxes Inc



**Terri Mcgray**  
longevitycapitalmgmt



**Tom Maggio**  
Tom Maggio



**Veronica Wasek**  
VM Wasek



**Wendy Gates Corbett**  
Refresher Training, LLC



**Scott Saunders**  
Asset Preservation Inc



# SOME NOTABLE SPEAKERS



**Bruce Johnson**  
CAPSTAN TAX STRATEGIES



**Edward (Ted) Mcrae**  
AccountingSuite



**Jeremy Layton**  
Verisave



**Joel Slati**  
Timesheets



**Kaleb McCarty**  
Truvestments Capital LLC



**Kevin McArthur**  
FileHold Systems Inc



**Milla Austin**  
The Sales Seed



**Ty Hendrickson**  
The Sales Seed



**Richard Lehman**  
Lehman Tax Law



**Rob Nixon**  
Rob Nixon



**Trevor Sparks**  
GTM Payroll Services Inc.



**Adrian Rochofski**  
3C Software



**Steven Wertheim**  
SonMax Consultants Inc.



**Torrey T. Wood**  
M&A Financial Group LLC



**Tyler Clark**  
ADcountants



**Lindsay Conderman**  
Abacus Next



**Matthew Hammond**  
Avalara



**Nate Ramsey**  
Intrepid Advisors LLC



**Chandler Hansen**  
Divvy Expense Management



**Fredrik Haavi**  
24SevenOffice\_US



**Matt Solomon**  
Center for Enlightened Business



# SOME NOTABLE SPEAKERS



**Nancy Wu**  
Skystem



**Jenny Varteressian**  
Incentax LLC



**Alex Sonkin**  
Virtual Family Office Hub



**Colin Dunn**  
Panalitix Pty Ltd



**Mark Ferris**  
Panalitix Pty Ltd



**Nathan Hagerty**  
TaxProMarketer



**Ann Shrake**  
Tech Guru, LLC



**RJ MUTO**  
Lendio WNY



**Stephanie Salavejus**  
PenSoft



**Nicholas Preusch**  
PBMares, LLP



**Yigal Rechtman**  
RSZ Forensic Associates



**David Miklas**  
Law Office of  
David Milkas, P.A.



**Daniel Mazzola**  
American Portfolios  
Financial Services Inc.



**Sandra Ford Walston**  
Sandra Ford Walston



**Chris Chariton**  
GTM Payroll Services Inc



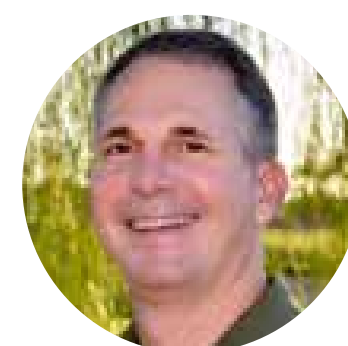
**Rebecca Brandeburg**  
Avalara



**Roger Healy**  
Hibernian Financial  
Planning, LLC



**Allison McLeod**



**Patrick Garverick**  
Patrick Garverick



**Mark Schwartz**  
MS Payroll



**Christina Rowe**  
The Collaborative LLC



# SOME NOTABLE SPEAKERS



**Jeff Badu**

Badu Tax Services, LLC



**Jason Villere**

Brayn Consulting LLC



**Roy Pflieger**

Fortitude Investment  
Group, LLC.



**Damien Greathead**

Receipt Bank



**John Beck**

Harbor Compliance



**Sam McDade**

LeaseQuery, LLC



**Shehan Chandrasekera**

JAG CPAs & Co



**Timothy Noonan**

Hodgson Russ LLP



**Dennis F. Dycus**

Dennis Dycus



**Joseph Endres**

Hodgson Russ LLP

## Hoping to See You Here!

# Management Team



**Shawn Parikh**  
(CEO)



**Imtiaz Munshi, CPA**  
(VICE PRESIDENT)



**Mike Goossen, CPA**  
(DIRECTOR-INSIDE SALES)



# IMPACTFUL SOCIAL INITIATIVE



1 CREDIT =

**1 MEAL** PROGRAM

**myCPE will donate one meal to an underprivileged with each credit you earn**

We were formed with the commitment of serving the community. Our '1 Credit = 1 Meal' Program is a pioneering initiative to help the community and serve the underprivileged people. Through this program, we at myCPE have pledged to donate one meal to an underprivileged with each credit awarded to a professional through our platform. myCPE is here to make the world a better place. myCPE will issue monthly thanks-giving certificate for being a part of this social initiative and for smiles raised by your webinars under our '1 Credit = 1 Meal' initiative.

Target to distribute

**1M+ Meals**

by end of

**2020**



# 1 CREDIT=1 MEAL CERTIFICATE



## CERTIFICATE OF APPRECIATION

THANK YOU FOR SUPPORT IN DONATING

**112 MEALS**

IN THE MONTH OF JULY 2019

This certificate is presented to

**SMITH, CPA FIRM**

**John Smith, Director of Finance**

For being a contributor in **'1 Credit = 1 Meal,'** a social initiative started by myCPE to fight against malnutrition. Under '1 Credit = 1 Meal' Initiative, myCPE will donate one meal to an underprivileged with each credit earned by a professional through your webinar presentations.



#1Credit1Meal

Warmly,  
Team myCPE



# Thank You



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[www.my-cpe.com](http://www.my-cpe.com)