



QuickBooks Unwrapped Conference 2015

Suggested Tracks Key

Cloud Track — *CT*

Management Track — *MT*

QuickBooks Desktop Track— *QBD*

Beginning QuickBooks— *BEG*

Schedule & Sessions

8:00am Registration, breakfast, & vendor booth exhibit *Center Stage*

8:30am Keynote: Dr. Craig Manning *Center Stage*



Dr. Craig Manning, The Fearless Mind

Dr. Craig Manning is an applied performance consultant. He is the author and founder of The Fearless Mind as well as a Professor of Applied Psychology at Brigham Young University. His clients include but are not limited to Red Bull High Performance, US Ski and Snowboarding, and numerous Corporate Organizations.

Dr. Manning's methodology uses proven scientific curriculum built around the natural laws of the mind to accelerate human performance. After 28 years of experience and applied research in the field of human performance, Dr. Manning has found that the key to success in athletics, business, and our personal lives is how mentally tough we are at the core. "Change your mind, change your life."

Dr. Manning's training incorporates multiple backgrounds that have provided a wealth of knowledge and understanding to the various components that lead to high performance. Dr. Manning has played tennis at both the collegiate and pro level; he has coached a Division 1 tennis program – building it into a national top twenty program, and has studied at one of the elite doctoral programs in the country. These multiple qualifications are unique in that Dr. Manning has experienced the highest level of performance from a player's perspective, coaches, and an applied scientist.

About the Keynote

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9:45am Session 1: Pick One

◇ Tips & Tricks (QBD) *Room: SC 213B*

One of our most popular classes year after year, Tips and Tricks is a review of our top favorite quick tips that can save you time and effort in your daily processes. In this course, you will learn simple shortcuts, troubleshooting tips, and time-saving advice for your QuickBooks file.

◇ Beginning QuickBooks Online (CT) *Room: Center Stage*

Anytime, anywhere access; efficiency; integration; excitement. Learn the basics of using QuickBooks Online for your accounting needs. Understand the navigation, the setup, and the data entry required to embrace the fastest growing accounting platform for small businesses. If you haven't seen it in the past 3 months, you're already missing out on the newest features.

◇ Data Analysis (MT) *Room: SC 213A*

Data is one of the most powerful decision making tools that businesses have, yet there are still many businesses hesitating to invest in it. Properly identifying, analyzing, and reporting on findings from data can easily become the difference between success and failure. Come learn why all of the largest corporations are willing to put so much of their time and resources into mining "Big Data", and how you can take advantage of your data and better serve your customers with easy to use, automated tools.

◇ Beginning QuickBooks—Vendors (BEG) *Room: SC 206 G+H*

From basic vendor setup and writing checks, to 1099's and bank reconciliations, this class will prepare you to handle all things vendor-related in QuickBooks. We will add and edit vendors, record and pay bills, print checks, and run vendor reports. Though primarily focused on the beginner, each topic in this course will be explored from the most basic to some of the more advanced features available in QuickBooks in order to provide value to attendees at various levels of experience

10:55 am Soda break and booth exhibit *Center Stage*

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11:10 am Session 2: Pick One

◇ Payroll & Time Tracking (QBD) *Room: SC 213B*

Payroll rules and regulations can often be one big headache for business owners and accounting staff. Thankfully, QuickBooks can help reduce these headaches with its built-in payroll functionality. In this course, you will learn how to setup payroll items inside of QuickBooks, process a payroll cycle, and properly report on and pay your quarterly payroll findings.

◇ **Customizing QuickBooks Online (CT) Room: Center Stage**

Unwrap the power of QuickBooks Online. Customize your settings to better fit your business. Personalize the look and feel of your invoices and other documents you produce from QBO. Build your own reports and easy access to those reports. And, finally, explore the realm of integrated applications that simplify various aspects of your business while providing seamless integration into QuickBooks Online.

◇ **Fraud & the Small Business (MT) Room: SC 213A**

Take your gross revenues for last year and multiply them by 5%. That is the average amount you will lose from fraud. According to the Association of Certified Fraud Examiners, 31.8% of small businesses each year are victims of fraud that could be prevented by stronger internal controls. In an effort to protect your business, QuickBooks includes several features and functions to help protect you and your employees from the damaging results of fraud, but only if they are used correctly. Come spend 70 minutes with us and learn what these tools are and how you can use them to help prevent fraud losses in your company.

◇ **Beginning QuickBooks—Customers (BEG) Room: SC 206G+H**

This class is geared toward helping you manage your company's customers in Quickbooks. We will teach you how to add and edit customers, create and send invoices, receive payment on invoices, and manage your accounts receivables. We will also briefly cover such topics as creating credit memos, adding sales tax to invoices, and selling inventory items. A great beginners introduction to customers in QuickBooks!

12:20 pm Lunch, fireside chats, and booth exhibit Center Stage

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1:20 pm Session 3: Pick One

◇ **QuickBooks Lab (QBT & CT) Room: Center Stage**

Have you ever wished that you could get an answer to your specific question with your specific situation? Now you can! Come to the QuickBooks Lab where you can ask the experts. Bring your QuickBooks file with you and our experts will help you find the answers you've been looking for.

◇ **Creating a Future Ready Business (MT & BEG) Room: SC 213A**

The competitive landscape is constantly changing and for your business to succeed you need to not only be nimble but laser focused on your value proposition. How do you add value to your customers each and every day? How do you enrich the lives of your team members so they become your greatest ambassadors? This session will focus on crafting your vision for your business and lay down a road map to help you achieve it. You'll learn: Why your reason for being in business must be clear and laser focused, how to craft and communicate your vision to your key stakeholders, how to create a road map for achievement, the tools available to help you on your journey

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2:30 pm Wrap-up & Prizes Center Stage

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