



# ENGAGE 2019

# Where your quest meets direction

**June 9–13**

MGM Grand Las Vegas or attend online

Up to **41.5 CPE credits in 5 days**

In partnership with





# ENGAGE 2019

All Access Pass

The place where all paths become clear. AICPA ENGAGE gives you the tools you need to clarify your goals and then achieve them.

## How we turn an event into an experience:

- Fresh ideas to strengthen your core practice
- Advanced technical sessions covering the work you do every day – work smarter not harder
- Candid conversations about the disruption you're experiencing now and how to prepare for even more

All that and more, at the event for accounting and finance professionals ready for the next step.

350<sup>+</sup>

Sessions

250<sup>+</sup>

Speakers

30<sup>+</sup>

Networking opportunities

41.5

CPE credits

# Pre-event workshops

## Building a Tax and Financial Planning Advisory Business Workshop

PFP19101A and PFP19101B

If you're serious about launching a PFP practice, this workshop should be your first stop.

Saturday, June 8 12:30–6:00pm

Sunday, June 9 8:00am–5:00pm

**Add it to your All Access Pass:**

**\$895 for members and nonmembers**

15.5 additional CPE credits

Excluded from discounts.

# Day 1

## Sunday, June 9

1:00–5:00pm

**Select one**

- Art of Likeability [PFP19102](#)
- FASB ASC 606: Mastering the Mechanics [NAA19101](#)
- Basic Estate Planning [EST19101](#)
- Basic 1041 and Trust Accounting Income [EST19102](#)

5:10–6:00pm

**Select one**

- What You Can Tell Your Clients About TCJA [EST19103](#)
- Town Hall [PFP19103](#)

## Day 2

### Monday, June 10



1:30–2:45pm

**Ian Bremmer**

The Fat Tail: The Power of Political Knowledge for Strategic Investing

Pre-event workshops, continued

8:00am–noon

**Select one**

- Best Practices in Firm Management [ENG19101](#)
- Blockchain [PST19101](#)
- How to Build a Cybersecurity Advisory Practice [PST19102](#)
- Talent Management Workshop: Evaluate and Build/Update Your Organization's Talent Management Plan [FMA19101](#)

1:00–5:00pm

- IRS Workshop [TAX19101](#)

## Featured conference track sessions

- CECL Implementation [NAA19ER02](#)
- Estate Planning Update [EST1901](#)
- Economic Update [PFP1901](#)
- Planning for the Non-taxable Estate [EST1902](#)
- Intra-family Loans and Notes [EST1806](#)
- Examples of Applying Topic 606 to Specific Cases [NAA1909](#)

## Featured cross-conference sessions

- Roth Conversion After the TCJA [ENG1903](#)
- State Estate Issues [ENG1904](#)

Exhibit Hall grand opening 2:45pm

Day Tuesday, June 11

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## Featured conference track sessions

- Tech Update [PST1902](#)
- Trust Situs [EST1911](#)
- IRS Controversies [TAX1901](#)
- Trusts and 199A [EST1912](#)
- Best Ideas for Retirement Panel [PFP1926](#)
- Attracting and Developing Non-accounting Professionals [PST1909](#)
- Rise of the Robo accountant [PST1914](#)
- Charismatic Communication and Powerful Presentations [EDG1909](#)
- Digital Assets/Cryptocurrency for Estate Planning [EST1919](#)
- Basics of the New Lease Accounting Standards [NAA1926](#)
- Best Planning Ideas Panel [PFP1928](#)
- Excel for Fraud [PST1918](#)

## Featured cross-conference sessions

- 199A [ENG1905](#)
- How to Say Anything to Anyone [ENG1906](#)
- How to Move to a Zero State-Tax State [ENG1907](#)
- Life Insurance Planning Opportunities After the TCJA [ENG1908](#)
- Uncovering Unconscious Bias [ENG1909](#)
- Planning for Clients With \$2M to \$22M Estates [ENG1911](#)
- Blockchain, Part 1: The Fundamentals [ENG1913](#)
- New Qualified Opportunities Zone [ENG1915](#)
- Blockchain, Part 2: What's Next? [ENG1916](#)

A night you won't FORE-get  
Topgolf at AICPA ENGAGE  
7:30–10:30pm

So much more than a driving range, Topgolf offers gorgeous views of the skyline, poolside cocktails and a VIP atmosphere for a true Vegas experience.

# Day 4

Wednesday, June 12



8:00–9:15am  
**Barry Melancon, CPA, CGMA**  
Professional Update



8:00–9:15am  
**Bill Reeb, CPA/CITP, CGMA**  
Professional Update



9:40–10:30am  
**Simon Sinek**  
Leading Through Organizational Transformation – A Conversation With Simon Sinek

## Featured conference track sessions

- Different Ways to Bump Up Your Cost Basis [EST1922](#)
- Applying the Leasing Standard: Implementation Challenges and Illustrations [NAA1928](#)
- Enhancing Firm Profitability [PST1920](#)
- How to Run a Meeting That Doesn't Suck [EDG1913](#)
- Early Observations From Applying Topic 606 in the Public Company Arena [NAA1930](#)

## Featured cross-conference sessions

- IRA Planning Update [ENG1918](#)
- Tax Disruption: Navigating the Future of Tax Technology [ENG1923](#)
- Leading Digital Transformation [ENG1926](#)
- Social Security Update [ENG1928](#)
- Inspector Gadget [ENG1929](#)

# Day 5

Thursday, June 13



8:00–9:15 am  
**Zanny Minton Beddoes**  
Stress-Testing America's Prosperity

## Featured sessions

- Where to Find Potential Hires in the Electronic Age [PST1931](#)
- Virtual Offices and Remote Workers [PST1933](#)
- Individual Income Tax Update [TAX1919](#)
- Naked Organizations [EDG1919](#)
- Transcending Technology: How to Ensure Competitive Advantage [PST1939](#)
- Tax Strategies for Life's Big Changes [TAX1923](#)
- Developing a Coaching Culture [EDG1920](#)
- RPA and AI: Use Cases for CPAs [PST1942](#)
- Best Ideas Panel [TAX1929](#)

You don't have to choose, because they're all included.



# There's no clearer path for accounting and finance professionals.

## Unparalleled learning

- Find sessions that match your main area of business and dive in.
- Develop new skills in unexpected areas by exploring the eight conferences that complement your specialization.

## + Meaningful connections

- Update your LinkedIn page and bring extra business cards, because you're going to meet a lot of people within your professional community.
- Wear comfortable shoes to cover all 92,000 square feet of the exhibit hall, featuring the profession's best technology and services.

## = The ENGAGE experience

- Take essential notes during sessions, but don't panic if you miss something — you'll have access to the recording a few weeks after we wrap.



## The more, the merrier

Bring your work team for a truly collaborative AICPA ENGAGE experience. Depending on your group size, you'll be eligible for tiered discounts, free online streaming for others in your organization, access to hospitality suites, VIP seating in the arena and more. Contact us for first-come, first-serve benefits.

[AICPAENGAGE.com/team](https://aicpaengage.com/team) | [aicpalearning@aicpa.org](mailto:aicpalearning@aicpa.org) | 800.634.6780, option 1

## How to get your All Access Pass

for on-site and online experiences



All 4-hour pre-event workshops  
Monday–Thursday conference sessions  
1 ticket to Tuesday's Topgolf event

Now through Jan. 31

**\$1,845** (Reg. \$1,995)

**AICPA member**

\$2,145 Nonmember (Reg. \$2,295)

Are you a member of the PCPS, Tax or PFP Section, or do you have CITP®, PFS™ or CGMA® after your name?

**You save an extra \$150.**

Complete your registration at  
[AICPAENGAGE.com/AllAccess](https://aicpaengage.com/AllAccess).

# ENGAGE 2019

## Are you equipped for the challenge?

Final stretch for early bird savings  
Save **\$150** through Jan. 31.

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