



Creative Accountant: You Don't Have to be Creative to be Creative

Programme Code: S090218

Speaker	Dr. Sidney Sze , CEO, Midland Financial Group Dr. Sze is a Certified NLP Trainer, the Founder President of the Society of Registered Financial Planners & the Founder Chairman of Independent Financial Advisors Association Limited. He is a CPD Committee member of the Institute. His latest books include: 全方位親子理財手冊, 前藝·錢藝 為投資者把脈, 擦亮投資眼, 走出創富的迷思, 財務策劃師專業考試 Q&A and Q&A for Financial Planning Professional Examinations.
Date	Wednesday, 18 February 2009
Time	6:30 p.m. – 8:00 p.m.
Venue	Hong Kong Institute of CPAs Training Centre, 27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong
Enrolment fee	HK\$190 for HKICPA member or student; and IA/HKIAAT's member or student HK\$180 for online enrolment HK\$330 for Non-member
Language	Cantonese
Format	Seminar
Subject / Level	Others / General
Target Audience	CPAs interested in becoming more creative
CPD credit	1.5 hours

About the programme

Creativity is increasingly being identified as the single most important ingredient for success in today's business landscape. Those who embrace it are leading the way. Those who don't are at risk of becoming obsolete.

To embrace creativity or not to embrace?

How does one come up with a creative way anyway?

Have you noticed how the cleverest people at school are not those who make it in life?

What do you do when your clients won't buy?

Don't take no for an answer.

The person who doesn't make mistake is unlikely to make anything.

It's wrong to be right. It's right to be wrong.

Rough layouts sell the idea better than polished ones.

In the end, you'll open your mind to a world of innovative solutions to everyday and not-so-everyday problems.