

Going Global – Leveraging the Network

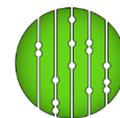
The 7th Annual World Conference for Abacus Members



November 4-6, 2019

The Fullerton Hotel

Singapore



ABACUS
WORLDWIDE

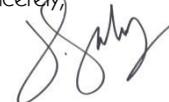
2019 World Conference

From the CEO

In 2019 our World Conference heads to Singapore “The Lion City”! Join us as we prepare to celebrate our seventh annual world conference in this amazing world-class metropolis. As Abacus continues to grow, our annual world conference becomes the centerpiece of our networking opportunities. This marks the first year we will rotate the world conference to Asia and we hope to see you there. Members from across the globe will come together in Singapore to network, share knowledge and enjoy some time with old and new friends. This year we have developed an educational program that will focus on Marketing, Business Development and Leveraging Global Connections not to mention our usually interactive Practice Management Sessions. We will offer plenty of time for benchmarking and sharing of best practices with discussion revolving around technology and AI as well. We are truly looking forward to celebrating the annual conference and expect an excellent turnout to the event. We have chosen The Fullerton Hotel Singapore as the hotel venue, with an excellent location in the heart of the city overlooking the world-famous Marina Bay and with easy access to the city and its many offerings. We encourage each of our members to bring more than one partner to the conference as we are certain you and your firm will reap benefits from attending this year’s conference. Please also remember that each member’s 2019 dues include one pre-paid delegate registration for this conference regardless of participation, so please register to attend and have your firm represented in Singapore. As usual, I would like to personally thank our Advisory Board members for supporting and assisting in the development of the program, as well as our sponsors, and each of the guest speakers contributing to the educational agenda. I look forward to seeing you all in Singapore!



Sincerely,



Julio Gabay
President & CEO
Abacus Worldwide

Don't forget to use our hashtag: #AbacusSingapore2019

KEYNOTE SPEAKER – ROSS FISHMAN



As CEO of Fishman Marketing, Inc., Ross Fishman helps law, accounting, and other professional-services firms dominate their chosen markets and generate revenue. Regularly hired to rebrand prominent firms or overhaul their websites, Ross is known internationally for strategic marketing and differentiation, and the development of the profession's most-effective marketing materials. Fishman Marketing has launched successful marketing initiatives for 200 firms from Istanbul to Iceland.

Fishman Marketing branding campaigns have received countless international marketing awards, including national first-place honors from the Legal Marketing Association 17 consecutive years, for marketing that was both innovative as well as revenue producing. Fishman Marketing received the LMA's grand prize, the optional Best of Show award, five of the ten times ever presented.

FM programs also received one of Inc. magazine's ten Marketing Masters awards for "brilliant and successful" marketing. Recipient of the LMA's first peer-selected Lifetime Achievement award (1998), Ross was also the first legal marketer inducted into the LMA's international Hall of Fame. In 2016, Ross was selected for the prestigious Lawdragon 100 Leading Consultants and Strategists, one of just ten international marketers "whom lawyers most valued for their guidance." A Fellow of both the College of Law Practice Management and the Litigation Counsel of America, Ross is known as an "educational and entertaining" presenter who has keynoted more than 300 retreats, training, and Ethics CLE programs on six continents — including once presenting on three continents within 24 hours. A prolific, award-winning writer, Ross has published 250 thought-provoking articles, including five monthly columns, and has sat on the editorial board of five national magazines. His popular "The Ultimate Law Firm Associate's Marketing Checklist" book sold nearly 2,000 copies in the very first month in print. (Subscribe to his pithy blog at fishmanmarketing.com/blog.) An active LMA member since 1990, Ross has been LMA's Vice President; chair of its Ethics Task Force (2012-2015); a member of both the Strategic Planning and Best Practice Task Forces; and founder, chair, and moderator of seven LMA QuickStart conferences for new marketers. He also created and hosted "Just JDs," LMA's first full day national conference for lawyers. Ross has been the expert legal marketing witness in three precedent-setting branding- and social media-related lawsuits. Ross was a commercial litigator before moving to Winston & Strawn to practice marketing full-time, later becoming Marketing Partner of Ungaretti & Harris. A 1986 member of the Federal Trial Bar (N.D. Ill), he received a B.A. in Speech Communications, cum laude, from the University of Illinois, and his J.D. from Emory Law School.

Social Program Highlights

Join us **Thursday evening** as we kick off the **7th Annual World Conference in Singapore**. Delegates and accompanying Spouses and Guests will enjoy a **welcome cocktail reception at The Fullerton Hotel**. We will meet at the hotel where we will enjoy a privately hosted reception including Hors D'oeuvres and Cocktails while networking with colleagues and friends. At the conclusion of the reception, delegates and guests are free to enjoy the remainder of their evening at one of the many venues in Singapore. While dinner will be at your leisure (not hosted), we would like to recommend a few restaurants within a short walk from the hotel:



VIANNEY MASSOT RESTAURANT

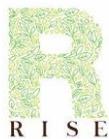
\$\$\$\$ - Taking inspiration from Executive Chef Vianney Massot's rich culinary experiences, the restaurant is an

expression of the chef's creativity and know-how, presented as though dining within the comforts of Vianney's own abode. Upon entering the elegant 20-seater, gourmands will receive a warm welcome by the chef before getting whisked away on an intimate fine dining experience. The modern restaurant brings to the table a fine contemporary gourmet showcase, with exceptional guest experience at the core of what they do. Located at: 0.5 Miles from Hotel - 39 Hongkong St, Singapore 059678 Tel: +65 6909 6360



J A A N

\$\$\$\$ - JAAN is an intimate, 40-seat restaurant dedicated to showcasing the finest in modern British dining in Singapore. The artisanal menu by Chef de Cuisine Kirk Westaway - winner of the S. Pellegrino Young Chef 2015 for Southeast Asia, is built around a passion for showcasing the freshest ingredients through simple but beautiful dishes that reflect both culinary tradition and creativity. Located at: 0.8 Miles from Hotel - 2 Stamford Rd, Level 70, Singapore 178882. Tel: +65 6837 3322



\$\$\$ - At RISE you will be surrounded by a lavish buffet spread of the finest and the freshest. Sink your teeth into a wide variety of international cuisines and feast at ease knowing that we source for sustainable ingredients from responsible farmers locally and in the region.

Watch our chefs cook up a storm at the live stations while indulging in succulent crustaceans, fresh sushi and sashimi, juicy roast meats, the best of local delights and much more. Located at: 1.2 Miles from Hotel - 10 Bayfront Ave, Tower 1 Lobby Hotel, Singapore 018956 Tel: +65 6688 5525



\$\$\$ - In a nod to Cheek by Jowl, CHEEK BISTRO is its cheekier younger sibling by Chef Rishi Naleendra and his wife Manuela Toniolo. It flaunts a more playful personality, whether through its concept or vibe. Small or large sharing plates showcase familiar flavours but in exciting guises, such as with bold flavour combinations or unconventional executions. Located at: 0.6 Miles

from Hotel - 21 Boon Tat St, Singapore 069620 Tel: +65 6221 1911

In addition, you may view the trip advisor highest rated restaurants in Singapore on the following link: [Trip Advisor Singapore Restaurants](https://www.tripadvisor.com/Restaurants-g186338-Singapore.html)



On **Tuesday morning**, for accompanying **Spouses and Guests only**, we will organize a museum tour followed by lunch. On **Tuesday afternoon and evening**, Delegates and



accompanying Spouses and Guests, are invited to a networking tour of Gardens by the Bay and Sky Park followed by our annual **Networking Dinner**

Agenda

Monday November 4 th	
6:00PM–8:00PM	Welcome Cocktail Reception – Kick-off the conference with ample time to network with members. Delegates and accompanying Spouses and Guests will meet at the Hotel for a private Welcome Reception including light Hors D'oeuvres. (Dinner at your leisure – Not Hosted)
Attire:	Smart Casual
Tuesday November 5 th	
7:30AM–8:45AM	Breakfast – Provided with hotel sleeping room
9:00AM–9:45AM	Welcome & Abacus Worldwide Annual Update – this presentation will give members a look at our year 7 development and future focus – Presented by Julio Gabay, President & CEO of Abacus Worldwide
9:45AM–10:30AM	Firm Introductions – New Members only
10:30AM–11:00AM	Networking Coffee Break
11:00AM–12:30PM	“Niche & Industry Marketing and Marketing an International Network” Keynote presentation given by Ross Fishman, CEO of Fishman Marketing, Inc – Ross is a former litigator, marketing director, and marketing partner. This fun and fast-paced presentation will discuss effective ways to select and build your reputation within a narrowly focused industry, and leverage Abacus to generate more revenue.
12:30PM–2:00PM	Lunch
2:00PM–3:00PM	Collaboration Session – Presented by Werner Trieloff – we will preview the Global Business Leads Spreadsheet as well as the Abacus Members’ Sales Toolkit for distribution to all members followed by a round table discussion
3:00PM–3:15PM	Networking Coffee Break
3:15PM–4:00PM	Doing Business in Singapore – We will hear from Acutus LLP our Singapore member firm on the current environment for doing business in Singapore.
4:30PM–7:00PM	Networking Tour – Delegates and accompanying Spouses and Guests are invited to a tour of Gardens by the Bay and Sky Park – we will depart the hotel lobby at 4:30PM
8:00PM–10:30PM	Networking Dinner – Delegates and accompanying Spouses and Guests are invited to the annual networking dinner
Attire:	Business Casual
Wednesday November 6 th	
7:30AM–8:45AM	Breakfast – provided with hotel sleeping room
9:00AM–10:00AM	Practice Management/Partner Leadership/Staffing – Round-table Session – members will discuss current firm management hurdles, and fresh ideas for managing a professional service firm.
10:00AM–10:30AM	Networking Coffee Break
10:30AM–11:30AM	Technology – Round-table Session – members will discuss technology trends, hurdles and opportunities
11:30AM–12:30PM	Firm Growth – Round-table Session – members will discuss ways to grow a practice, marketing and business development
12:30PM–12:45PM	Closing Remarks – The way forward – Julio Gabay
12:45PM–2:00PM	Closing Lunch – accompanying Spouses and Guests are invited to lunch with Delegates
Attire:	Business Casual

CPE Information

Annual World Conference Speakers from industry, the profession, and academia will present new ideas and invaluable information on firm leadership. With sessions on Marketing, Technology and Firm Management, your organization will want to be represented as participants deal with the current issues in firm management.

<p>At this conference, participants will:</p> <ul style="list-style-type: none"> • Communicate the global developments and activities in place within Abacus Worldwide. • Improve and maintain profitability through capitalizing on new opportunities. • Develop priority setting and relationship building strategies critical to taking advantage of profit peaks; • Understand why required roles and resources are crucial to your firm's success. • Identify the international tools and resources available through the association. <p>REFUND AND CANCELLATION POLICY</p> <p>Cancellation of delegate registration must be submitted in writing via email at info@abacusworldwide.org and must be received on or before October 1, 2019 by 5:00PM Eastern to receive a full refund less a \$75 registration cancellation processing fee. Another registrant may be substituted for no additional fee. No telephone cancellations will be accepted. A 50% refund less a \$75 registration cancellation processing fee will be granted for cancellations submitted to Julio Gabay in writing via email from October 1 to October 15, 2018. No refunds will be granted after October 15. Refunds will be processed within 30 days after the conference.</p>	<p>REGISTRATION</p> <p>To register, please complete the attached registration form and return via email to info@abacusworldwide.org.</p> <p>\$1050 for members \$1150 for non-members</p> <p>Conference participants can earn up to 8 hours in Marketing, Social Environment of Business, and Business Management & Organization</p> <p>Additional Information</p> <p>Prerequisite: Appropriate standing in the firm</p> <p>Who should attend: Managing Partners Partners Managers</p> <p>Advanced preparation: Presentations and Practice Management Survey will be sent to participants prior to conference</p> <p>Program Level: Advanced/update</p> <p>Delivery Method: Group-Live</p>
<div style="display: flex; align-items: flex-start;">  <p><i>Abacus Worldwide, LLC is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org</i></p> </div>	

DELEGATE REGISTRATION

(Please complete a separate registration form for each participant from your firm)

Delegate First Name _____

Delegate Last Name _____

Nickname for badge _____

Firm _____

Title _____

Address _____

City _____ State _____ Zip _____

Country _____

Email _____ Telephone _____

Please List Any Dietary Restrictions _____

PHOTO FOR CONFERENCE DIRECTORY: Please be sure to email a current photo of yourself, in digital format (JPG, GIF, TIFF), to Abacus Worldwide at info@abacusworldwide.org no later than **October 1, 2019**.

GUEST REGISTRATION

(Please complete a separate registration form for each accompanying guest participant)

Guest First Name _____

Guest Last Name _____

Nickname for badge _____

Dietary Restrictions: _____

PHOTO FOR CONFERENCE DIRECTORY: Please be sure to email a current photo of yourself, in digital format (JPG, GIF, TIFF), to Abacus Worldwide at info@abacusworldwide.org no later than **October 1, 2019**.

REGISTRATIONS MUST BE RECEIVED BY ABACUS WORLDWIDE BY SEPTEMBER 6, 2018 AT 5:00PM EASTERN

Payment Form

Type	Fee	# of Attendees	Subtotal
1 st Delegate Registration (Abacus Members)	PRE-PAID	X <u>1</u>	= <u>00.00</u>
2 nd Delegate Registration (Abacus Members)	US \$1050	X	= _____
Delegate Registration (Non-Abacus Members)	US 1150	X	= _____
Accompanying Guests/Spouse	US \$800	X	= _____

TOTAL	= _____	= _____
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Delegate Registration Fee Includes: Opening Cocktail Reception/Hors D'oeuvres; Sightseeing Tour; Networking Dinner; Conference Coffee Breaks; Conference Lunches; and all Conference Sessions & Materials.

Guest/Spouse Registration Fee Includes: Opening Cocktail Reception/Hors D'oeuvres; Spouse Tour as well as Lunch and Sightseeing Tour; Networking Dinner; and Closing Lunch with Delegates.

I will Send Payment via Check from a US Bank

Please Charge my Credit Card Below

Credit Card Type: Visa Master Card Discover American Express

Credit Card Number: _____

Credit card CID Number: _____ Expiration: _____

Billing Street Address Only: _____

Billing Postal Code Only: _____

Name on Credit Card: _____

PAYMENT OF REGISTRATION FEES MUST ACCOMPANY REGISTRATION FORMS

To register, please fill-in this registration and payment form, click on "file", then "save as", then save to your computer, and email saved form to Abacus via info@abacusworldwide.org by no later than **October 1, 2019** If paying via US check, mail payment to: P.O. Box 56-1166 Miami FL 33256-1166, USA by no later than **October 1, 2019**.

Hotel Reservations

To **reserve your discounted room** at the Fullerton Hotel Singapore, please click the following link: [Book your group rate for the Abacus Worldwide Annual Conference](#)

The Abacus Worldwide Conference rate at the **Fullerton Hotel Singapore** is **SGD 350.00/night** (US \$259 at current exchange rate) for **Single occupancy** and **SGD 380.00/night** (US \$281 at current exchange rate) for **Double occupancy**, including breakfast and internet. Room rates **DO NOT include Taxes**. The hotel is also allowing pre and post night bookings under the discounted rate provided there is hotel availability so please book early. To **upgrade to a suite**, please make requests to [Abacus Worldwide](#) and you will be directed to the hotel contact for booking.

Room Type	Rate	How to Book Reservation
Premier Courtyard Room Single	SGD 350	Book your group rate for the Abacus Worldwide Annual Conference
Premier Courtyard Room Double	SGD 380	Book your group rate for the Abacus Worldwide Annual Conference
Suite Upgrades Upon Request	TBD	Email Abacus Worldwide with request to be sent to hotel booking

Room types are not guaranteed and are based upon availability only. Sleeping room rates are commissionable and DO NOT include taxes. Rates include Breakfast and internet.

To receive the group rate, reservations must be made no later than October 1, 2018. Reservations requested by attendees after this date will be accepted based upon availability. Quoted sleeping rates will be offered, based on space and rate availability, to attendees 3 days before and 3 days after the conference dates of November 4-6. If you require additional nights pre or post the event dates, please make you booking using the link above as soon as possible

HOTEL DEPOSITS / CANCELLATION POLICY / CHECK-IN/OUT

A deposit equal to one night's stay is required to hold each guest's reservation and will be charged at the time the reservation is made. Upon check-in, the deposit is applied to the first of the reserved stay. **Deposits may be refunded only if the hotel receives notice of cancellation at least 72 hours prior to scheduled arrival.**

Check-in time is 3:00 PM and check-out time is 12:00 PM. All guests arriving before 4:00 PM will be accommodated as rooms become available.

Conference Registration Policy

FEES AND DEADLINES AT A GLANCE

Action	How	Cost	Send Payment To	Deadline Date
Register for Conference	Send above form to Abacus Worldwide	Delegate Fees: 1 st Delegate PREPAID \$1050 per additional delegate member \$1150 per non-member \$800 per accompanying guest/spouse	Abacus Worldwide	October 1, 2019 5:00 PM Eastern
Book Hotel	Contact the Conrad London St James	SGD 350.00 single or SGD 380.00 double per night. Tax NOT included. Breakfast and Internet included.	Fullerton Hotel Singapore	October 1, 2019
Book Travel	Book direct with preferred airline or travel agent	Variable, depending on departure location and travel dates	Airline/Transportation vendor of delegate's choice	As soon as possible to ensure best airfares

DEADLINE

To be considered “on time” and thereby guaranteed full access to all conference sessions and events, conference registrations must be received by Abacus Worldwide by no later than 5:00 PM Eastern on **October 1, 2019**.

Please note that hotel reservations are first-come, first-served and are not guaranteed under this registration policy. Consult the “hotel reservations” section of this registration packet for information about hotel registration deadlines and how to register for your hotel room.

CURRENCY

Fees listed for conference registration payable to Abacus are in **USD\$**. Fees listed for hotel rates payable to the hotel are in **SGD (S\$ - Singapore Dollars)**.

CANCELLATION POLICY

DELEGATE: Cancellation of registration must be submitted in writing to Julio Gabay via email at julio@abacusworldwide.org and must be received on or before October 1, 2019 by 5:00PM Eastern to receive a full refund less a \$75 registration cancellation processing fee. Another registrant may be substituted for no additional fee. No telephone cancellations will be accepted. A 50% refund less a \$75 registration cancellation processing fee will be granted for cancellations submitted to Julio Gabay in writing via email from October 1 to October 15, 2019. No refunds will be granted after October 15 due to guarantees that have already been placed by Abacus Worldwide. Refunds will be processed within 30 days after the conference.

GUEST: Guest registrations can be cancelled up to October 15, 2019 for a partial refund of 50% less a \$75 registration cancellation fee. No refunds will be made after October 15. All cancellations must be made in writing and submitted to Julio Gabay via email at julio@abacusworldwide.org. No telephone cancellations will be accepted. Refunds will be processed within 30 days after the conference.

DELEGATE PHOTO CONFERENCE DIRECTORY

We are producing a photo conference directory for all those attending the 2019 World Conference. This directory will allow fellow members to easily identify each other at the conference and will be a helpful aid for future business contacts.

Please email a recent photo of yourself in electronic format (JPG, GIF, TIFF) to Abacus Worldwide at info@abacusworldwide.org. For inclusion in the directory, your photo and registration materials MUST be received no later than **October 1, 2019**.

GROUND TRANSPORTATION TO HOTEL

From Changi Airport Singapore to the Fullerton Hotel Singapore:

Distance from Hotel: 20.6 km/12.8 miles

Taxi

Drive Time: 20 minutes

Taxi Typical Minimum Charge: S\$20-30

Hotel Address:

Fullerton Hotel Singapore

1 Fullerton Square

Singapore 049178

Tel: +65 6733 8388

WEATHER

Average temperature in Singapore during November is High 87° to Low 74° (F) -- High 31° to Low 23° (C). More details at: <https://www.accuweather.com/en/sg/singapore/300597/weather-forecast/300597>

OTHER ACTIVITIES WHILE IN SINGAPORE

For more information on attractions and activities in and around Singapore please visit: www.visitsingapore.com. In addition, if you require further assistance or guidance with regard to your visit to Singapore, please contact Abacus Worldwide at info@abacusworldwide.org.



Abacus Worldwide, LLC

info@abacusworldwide.org +1-305-407-3088 or +1-855-800-6307

P.O. Box 56-1166, MIAMI, FL 33256-1166 USA

www.abacusworldwide.org