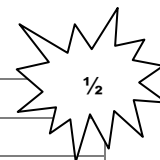


Advanced Internet Research Techniques for Accountants



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|---------------------|-------------------------------|-------------------------------|------------------------|
| Course Date: | January 20, 2010 | Course Code: | 1008_S |
| Course Time: | 8:30 am to 12:00 pm | CPD: | 3.5 hours |
| Location: | SASKATOON – Hilton Garden Inn | Competency: | Information Technology |
| Member: | \$ 210 | Registration Deadline: | Jan. 6/10 |
| Non-member: | \$ 255 | Course Level: | Intermediate |

OBJECTIVE

When you search the Internet, do you type a word or two into Google.com, hit enter and hope for the best? If so, you don't know what you're missing! Actually, you're missing 99% -- yes 99% -- of online information and tapping only a tiny fraction of Google's search power. Practical, concise and fun, Advanced Internet Research Techniques for Accountants reveals how Chartered Accountants and other financial professionals can exponentially improve their online search skills, dramatically increase their web productivity and instantly transform how they use the web in their business, career and life. Even if you think you're web savvy and proficient with Google, you are absolutely guaranteed to learn new search strategies, techniques and tools that will take you to the next level of online intelligence gathering. Designed especially for busy Chartered Accountants, the course delivers immediate and measurable results that you can apply every time you're online!

WHO WILL BENEFIT

Any practitioner, professional staff, or CA who uses Google and the internet in their work and home life (and who doesn't?).

CONTENT

- Find out why improving your search skills is perhaps the single best thing you can do to boost your web productivity and safeguard your professional reputation.
- Learn the best browser for Internet research (and it's probably not the one you're using now).
- Discover how to save hundreds of dollars a year using online subscription services.
- Find out how to receive top-notch industry magazines and newsletters for free that you see on the newsstands for top dollar.
- Learn how to protect your online privacy using temporary email forwarding services and private, disposable phone numbers.
- Learn the secret to scanning around the clock for the latest new stories, websites, online discussion groups, blogs and videos on any imaginable business topic without searching (hint: you get the information to come to you).
- Discover the one simple "set-it-and-forget-it" search technique that will instantly put you in the top 1% of Internet searchers.
- Find out how to automatically monitor your favourite websites and be instantly notified when they're updated or changed.
- Become familiar with Google's "brain implants" that provide keyword suggestions and improve your online research.
- Learn how to search the web and use online applications from your cell phone or other mobile device (which is so critical since 90 percent of mobile users are never more than 10 feet from their device).
- Discover how to find the 99% of online information that Google can't "see" or index.
- Learn the best off-the-charts research website -- a directory of 40,000+ public record databases -- that practically no one knows about.
- Become familiar with search "tagging" and how the technique can be used to dramatically improve the accuracy and relevancy of any search.

PREREQUISITE

You should know how to conduct a basic Google search. That's it. The seminar is non-technical and jargon-free and has been especially designed for experienced accounting professionals.

More details: <http://bit.ly/PlatV>

COURSE LEADER - GARRETT WASNY, MA, CMC, CITP is an award-winning speaker, professional development consultant, author, columnist, video producer, motion graphics artist (and former management consultant for Price Waterhouse) in Vancouver, Canada. His specialty is professional development consulting for accountants. Garrett is the author of two books, *World Business Resources.com* (published by McGraw-Hill in New York) and *How to Conquer the World* (published by Government Institutes in Washington, D.C.). He is co-author of *Using the Web to Compete in a Global Marketplace* (published by John Wiley and Sons). He has written five ebooks including *How 9/11 Changes Global Business*, *Cyber-Prospecting: Mining For Business Opportunities on the Internet*, *Key E-Trade Tools to Succeed in International Business*, and *Advanced Internet Research Techniques For Management Consultants*.