

KNOWLEDGE THAT PAYS OFF

When the Canadian Payroll Association held its 34th annual conference at the Calgary TELUS Convention Centre in June, it connected to and with the community in many ways.

"We had Calgarians volunteer with our planning committee and share their local expertise," says Julie Calvert, the association's manager of Events and Regional Programs. "They brought a lot of meaningful insight to our event."

That insight ranged from where conference-goers could find line dancing or a steak dinner during a social night out to suggestions for keynote speakers and program topics for the three-day conference.

The CPA's Calgary conference had nine tracks and some 59 programs, including topics such as preparing for a payroll audit, indicators for payroll fraud and updates from the Canada Revenue Agency and Service Canada.

These and other diverse conference topics were another way the CPA connected to Calgarians and Albertans. More than half of the conference attendees were from the province. Plus, the conference attracted about 200 people who walked in off the street to its trade show and networking events.

"Our conference is a way to share the national expertise of our association to local payroll professionals," Calvert says. The conference allows people to share their intellectual capital with one another and looks at how technology will affect the future of payroll functions and services.

Virtually every company with employees in the province (and indeed, the world) has a payroll.

Although a broad function, payroll is a highly specialized task and regardless of companies' size or industry sector, they must compensate their employees (and make the required tax and benefit deductions) with regularity and to local, provincial and national standards.

Your next pay cheque may just be generated by insight and intellectual capital gleaned at the CPA's 34th conference.

For advice and insight on how to make your next professional training event pay off, contact the Calgary TELUS Convention Centre at 403.261.8500 or sales@calgary-convention.com.