

## ELMAN WALL GROUP & ENGLISH UK BUSINESS MASTERCLASS

### OVERVIEW

This Masterclass is designed for owners & MDs of travel businesses - be they experienced business owners or younger 'newer' businesses. Topics are designed to be both informative and inspirational with the overall aim of building both the value of your business and your personal wealth.

### **Are You Doing These 10 Things in Your Business? The Importance of Strategic Planning**

How much time are you spending working **in** your business as opposed to **on** your business?  
Do you have a Strategic Plan?

Jonathan Wall, MD Elman Wall Travel Accountants, leads a challenging, interactive session on the importance of strategic planning for you and your travel business with valuable insights into why some travel businesses thrive and others don't.

### **The Latest Opportunities for Saving Tax**

Russell Eisen, Elman Wall's Tax Director, is an expert on Research and Development relief opportunities for travel companies. This is just one of a number of current opportunities for travel businesses to save tax.

This session considers key planning points which can have a significant impact on your bottom line. An invaluable opportunity to get up to speed and ask any questions face to face with an expert in this field who is passionate about saving you and your business tax.

### **How to Build Value in Your Travel Business**

How much is your business worth? Do you understand how traditional accounting valuations work? At the end of the day, is selling a business more about marketing and less about accounting anyway? What are buyers really looking for?

Ian Palmer, Elman Wall Audit Director, and Deborah Potts, Director of Summit Advisory (part of Elman Wall Group) will discuss and debate these questions. They will explain and highlight the critical importance of getting both the numbers and the key value drivers right when it comes to exit planning and maximising the value of your business.

### **Open Surgery – Q & A - Ask the Panel or Your Peers**

Your opportunity to ask the experts or your colleagues any question you like on travel industry business or accounting issues. Questions can be submitted in advance to preserve your anonymity if you wish!

### TIMINGS:

- 1315 Arrive at Elman Wall HQ, Bank ([8<sup>th</sup> Floor, 36 Old Jewry, London EC2R 8DD](#))
- 1330 Introductions & Welcome
- 1345 Are You Doing These 10 Things in Your Business?
- 1420 The Latest Opportunities for Saving Tax
- 1510 Tea Break
- 1530 How to Build Value In Your Travel Business
- 1615 Discussion & Open Surgery
- 1645 Close and drinks

## **MASTERCLASS TESTIMONIALS**

**“Excellent. Well thought out and presented. It was all interesting”**

**“I felt that I was being talked to by a team of friendly and knowledgeable professionals.”**

**“Thanks so much to everyone for yesterday – am really glad I came over (from France) as it was so very inspiring and motivating to meet everyone from the different areas... Lots of food for thought and more importantly some serious focused ACTION to be taken on our part!”**

**“Very useful and inspiring!”**

**“Just a quick one to say thank you for inviting me to the Masterclass yesterday - I really enjoyed it and it was great being in a room full of like-minded people talking about growing our businesses. I can genuinely say that I have never been more excited about working with a firm of accountants than as I am with Elman Wall!”**

**“I left feeling uplifted and relieved. Woke at 3:30am this morning to scribble 5 pages of a draft business plan!”**

**“All the speakers were excellent and inspiring. Very helpful and we will be in touch for some professional advice very soon. I also have other clients who would benefit from your help”**

**“Many thanks for a most informative and interesting session yesterday afternoon. You have a great team, and I walked away feeling inspired by the presentations, as well as the delegates. Please pass my thanks to on to the rest of your team”**

**“Seriously it was very thought provoking and made me realize that taking time to look 'at' the business rather than be bogged down running it is essential from time to time. We were privileged to hear an almost live update from a tax guru of how the budget will affect the small business. If I am ever in the position to sell the business Elman Wall seem to know the score. In the words of The Apprentice - 'Thanks for the Opportunity’”**

**“I like the way it was spelt out – good to bring back the focus on building value – even if the end game is not to sell the business – it’s all about creating a well-functioning, professional company of great value and profits”**