



TOA CON 2025

BORACAY, PHILIPPINES

BUSINESS CASE FOR ATTENDING

TOA CON 2025

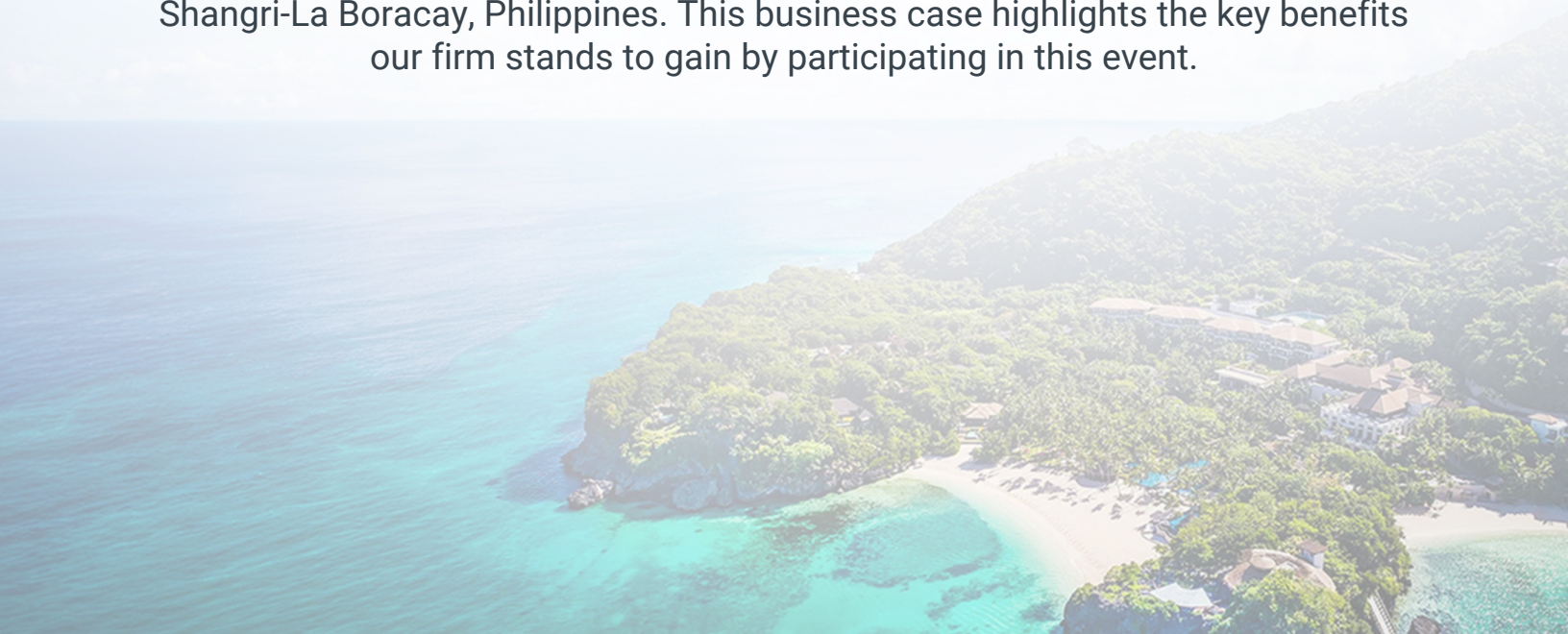
BORACAY, PHILIPPINES

Accounting conferences primarily focus on enhancing technical skills, often overlooking the critical need to develop strong leadership within firms and empower individual contributors for long-term success.

TOAcon, an annual summit hosted by TOA Global, is a transformative experience designed to ignite personal and professional growth.

Top global firms, renowned world-class speakers, and industry partners come together for an immersive event featuring discussions on self-development, insights from high-caliber speakers, and networking opportunities with ambitious firms that thrive with global teams.

This year, TOAcon will be held on 30 November – 02 December 2025, at Shangri-La Boracay, Philippines. This business case highlights the key benefits our firm stands to gain by participating in this event.



I. Strategic Advantages

Our participation in TOAcon will enable us to:

- + **Acquire a strategic framework for growth.** TOAcon will provide us with practical tools to drive meaningful innovation, strengthen client relationships, and streamline our operations. Leveraging these tools will enable our firm to strengthen its competitive position and ensure continued success in the future.
- + **Gain insights from world-class speakers.** This year's event features a distinguished lineup of speakers specialising in leadership, personal development, and business strategy. Their expertise will offer valuable perspectives on optimizing firm operations, addressing industry challenges, and driving sustainable growth.
- + **Enhance our outsourcing strategy.** TOAcon offers a valuable opportunity to gain insights into outsourcing best practices from industry experts and firms with a proven track record of success in managing offshore teams. A deeper understanding of these effective strategies will enable us to maximise the impact of our global team.
- + **Visit our team.** Following TOAcon, we can extend our stay and participate in TOA Global's year-end party in the Philippines—the ideal occasion to meet our offshore team members in person. This opportunity would strengthen our team spirit and forge deeper connections, ultimately leading to growth-driving synergy.



II. Keynote Speakers and Industry Experts

Outlined below are the distinguished industry experts attending the TOAcon, along with the subject matter they will cover, providing valuable insights essential to our personal growth and subsequently influencing the success of our firm.

Innovation is a State of Mind

James O'Loughlin

Innovation Expert, Former 'The New Inventors' host on ABC TV

Get Out of Your Own Way: The Science of Overcoming Self-Doubt to Elevate your Impact

Shadé Zahrai

Leadership Alchemist, Global Peak Performance Educator to Fortune 500s

30% of Customers Will Leave After Just 1 Bad Experience

Jason S. Bradshaw

CEX Expert, Brand Transformation Leader to Volkswagen, Telstra, and Target Australia

8 Keys to Sustainable Peak Performance

Olly Bridge

Peak Performance Specialist, Elite Olympic & F1 Coach, Corporate Growth Expert to BMW and Medibank

Scaling Success for Accounting Firms

Nick Sinclair

Business Coach & Entrepreneur Extraordinaire

TOA Global Updates

Jeremy Clements

CEO, TOA Global

Top-Secret Inspirational Speaker

Hear from an extraordinary individual who has defied death and adversity, offering a powerful testament to resilience and the strength of the human spirit.



III. Event Destination

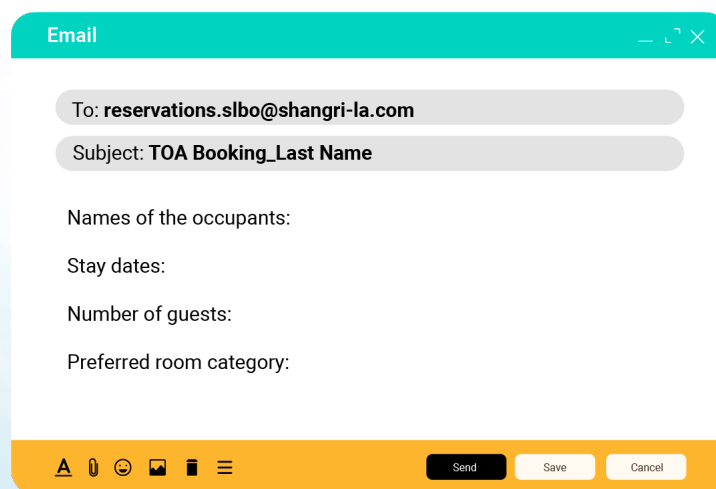
This year's TOAcon will be held at Shangri-La Boracay, Philippines.

The venue, located along a tranquil northern coastline and surrounded by the serene Puka Shell Beach and Boracay's lush eco-reserves, offers an ideal setting for reflection, rejuvenation, and focused professional development.

The accommodation package includes a variety of essential services and amenities aimed at ensuring a comfortable and efficient stay:

- + Daily breakfast at Vintana Asian Café, along with round-trip land and sea transfers via Caticlan
- + A choice of 219 well-appointed rooms, suites, and villas, catering to diverse accommodation needs
- + Access to a comprehensive range of resort activities for both adults and children, including water sports and nature walks to explore the local flora and fauna
- + Prime, secluded location in Boracay, offering exceptional views in one of the island's most coveted areas

Accommodation Booking Procedure

An email booking form overlay with a teal header bar labeled 'Email'. The form contains fields for 'To: reservations.slbo@shangri-la.com' and 'Subject: TOA Booking_Last Name'. Below these are labels for 'Names of the occupants:', 'Stay dates:', 'Number of guests:', and 'Preferred room category:'. At the bottom is a yellow bar with icons for text, link, image, and other functions, along with 'Send', 'Save', and 'Cancel' buttons.

Email

To: **reservations.slbo@shangri-la.com**

Subject: **TOA Booking_Last Name**

Names of the occupants:

Stay dates:

Number of guests:

Preferred room category:

Send Save Cancel

[Download the Complete TOAcon Travel Guide Here](#)

IV. Event Success Highlights

TOAcon has built a reputation for providing transformative experiences, offering a fresh perspective beyond typical accounting topics.

High-performing global firms have walked away with valuable strategies for practice improvement. Here's what previous attendees have gained:

Jackie Kim <i>Superannuation Manager at Nexia Sydney</i>	"TOAcon 2023 was so amazing. Speakers were so empowering and engaging that some brought me to tears. A common message is about caring and teamwork—you look after your team, and they look after you. Wayne Bennett, former Dolphins coach, told us to strike for excellence, not perfection, and always look over our own shoulder to make sure our team is still following."
The Boyce Team <i>Boyce Australia</i>	"This two-day event is a powerhouse of knowledge and inspiration. It brings together industry leaders and experts from a range of fields, to explore crucial topics from building meaningful relationships and winning teams to managing adversity and change. The conference also highlights the game-changing importance of mindset and mental health. Our team are already enjoying their time here."
Matt Karpanen <i>Managing Director, Navigate Advisors</i>	"Great range of speakers with limited content crossover. Another great lineup. Last year, Gavin and I said it was the best conference we had been to in 25 years. I thought it would be hard to back it up this year and you delivered!"
Matthew Beasley <i>Partner, Mazars Brisbane</i>	"Very professionally run and ran on time. Very friendly TOA Global staff. Everybody was friendly and happy to share their experience. Good to mix with like-minded people. Liked the B1G1 initiative."
Karen Conlon <i>FCPA SMSF Specialist Advisor, SumTotal Accounting and Business</i>	"The speakers absolutely nailed the brief: Transformation. All amazing. All of the presenters consistently messaged that change comes from within and from a desire to be the best that you can be. Value the people around you and be eternally grateful for all that you have now. Give back to make a better world."

Conclusion

Attending TOAcon offers a valuable opportunity to develop stronger leadership and empower our individual contributors. It addresses crucial topics often missing from traditional accounting events, providing a unique blend of strategic development and practical application.

This growth summit will specifically equip us with a strategic framework for growth and provide invaluable insights from world-class speakers who have coached globally recognised businesses.

We'll also optimise our travel investment by aligning the conference with our Philippine team's year-end celebration, allowing us to extend our stay and maximise the value of our trip.

Finally, networking with peer firms operating similar offshore models will give us firsthand access to best practices and industry secrets. Investing in TOAcon is an investment in our team's future, promising both immediate benefits and long-term strategic advantages.



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