

AIA CPD Webinar

**SMPs Practice Management: Growth Strategies, Value Pricing,
and Reclaiming Work-Life Balance**

Date: 15 Sep 2026 Tuesday (*Enrollment closed on Monday, 14 Sep 2026*)
Time: 12:30 – 14:00 **CPD Unit(s):** 1.5 units
Fee: \$50 for AIA members and supporting organisations, \$100 for Non-members
Language: Chinese
Virtual: Microsoft TEAMS link will be sent after payment received
Online registration: <https://forms.gle/5ivGZFZSKYowCKWM6>
Remarks: CPD certificates will be emailed within one month after the webinar, subject to a minimum attendance of 80% or above

Speakers:



Mr Parco Wu, Founder, PW CPA & Co.; Council Member, HKICPA; Vice President, SMART Accountants Association; 2022-2023 President, SCAA; Founding President, World Charity Society.

Mr Wu has over 20 years of experience in auditing, accounting and financial reporting. He founded PW CPA & Co., a CPA firm in Hong Kong since 2016, where he is responsible for the management of the firm and reviewing audit engagements.

Mr Wu has also been the Council member of the Society of Chinese Accountants and Auditors since December 2017 and he became the President from December 2021 until December 2023. He was also the Chairman of the World Chinese Accountants Consortium in 2022 to 2023. He has also been the Founding Vice President of SMART Accountants Association since 2022 and Council Member of HKICPA since December 2023. He has played an important role in reflecting the suggestions and comments from the accounting profession and businesses in Hong Kong to various relevant stakeholders and government authorities over the years.

Brief introduction of the Webinar:

The SME landscape is undergoing seismic shifts: AI disruption, severe talent shortages, and fee compression are squeezing Small and Medium Practices (SMPs) from all sides. Sticking to legacy models only accelerates burnout and commoditization.

This intensive webinar delivers a pragmatic roadmap to not just survive, but dominate in this new era. We will dissect the latest market trends to pinpoint high-growth niches and untapped opportunities. We will dismantle the toxic hourly billing trap, introducing a proven value-pricing framework and specific negotiation scripts to command premium fees without the awkwardness. Crucially, we will blueprint how to elevate client relationships from transactional compliance to trusted advisory partnerships, ensuring sticky, recurring revenue. Finally, we confront the work-life balance crisis head-on, exploring tangible automation strategies and boundary-setting techniques to reclaim your weekends. Walk away with ready-to-use client conversation starters, a personalized action plan for the next quarter, and the clarity to turn today's volatility into your firm's greatest competitive advantage.



Registration Form – 20260814

Name:	<i>your name will be printed on CPD certificate</i>		AIA Membership member:	
Email:	<i>Confirmation email and CPD certificate will be sent via Email</i>	Mobile No:		
Membership:	Please tick the appropriate box below: ☐ AIA member (membership no:) ☐ Supporting Organisation : (membership no:)			
Payment: 1. Direct Deposit: DBS Bank (#016) [Account Number: 02-30613167 / Account Name: The Association of International Accountants - Hong Kong Branch] 2. Send Cheque Payable to "The Association of International Accountants - Hong Kong Branch" at Rooms 1010-1011, 10/F Lu Plaza, 2 Wing Yip Street, Kwun Tong, Hong Kong *Please email the payment image and the registration form to Ms. Aby Yuen at hongkong@aiaworldwide.com first.				

Terms and Conditions:

- I have read the booking conditions below and agree to abide by them
- Confirmation Email will be sent once registration form and payment received and No refund can be made.
- Enquiries: 2845 4982 (Tel); hongkong@aiaworldwide.com (email)