



### What makes Della stand out?

As one of the Top 50 Women in Accountancy and Finance, Della brings her expertise from starting, growing and selling her own successful practice. Her methodology is captured in her first book, *The Numbers Business: how to grow a successful cloud accountancy practice*, which is not just a bestseller but the winner of the Specialist section of The Business Book Awards 2019.

This practical knowledge of the challenges faced by accountants combined with her reputation for clear thinking, enables Della to draw attention to some of the key issues affecting accountants today.

### Talks available this year

The following talks are available as a 30 - 60 minute keynote



### Social media: how to punch above your weight

Hudson Accountants generated around 1/3 of their new business through social media. As a sole practitioner Della was consistently in the Economia 50 list of Top Financial Influencers and is now regularly in the top 10 of the Avalara Accountancy Top 100. Find out how Della achieved these stunning results and whether social media is right for you.

## Pricing: how to charge what you're worth

Have you ever wondered how can you charge enough to do a job of which you can be proud? How to provide more services to existing clients without feeling as though you're ripping them off? And how you can set about those awkward conversations about actually increasing your prices?

Della will provide advice on how to do all of this based on experience in a real accountancy practice.



## Freedom in the cloud: how to build a scaleable, MTD ready business

(Also available as a 1 - 3 day workshop)

Learn how to create a highly systemised business which can function independently of the business owner. Scale your business or make more free time for yourself. With specific actions that can take you through the cloud transition and MTD



## Benefits of booking Della Hudson FCA

Della is a member of the Professional Speaking Association and, as such, will provide a prepared and rehearsed talk on the agreed topic and of the specified length.

Della ensures that all attendees take away three actions from each of her talks so that they receive maximum benefit from your event.

With a recognised brand and consistently ranked in the top ten of the Avarara Accounting 100 Della has a global social media following which she will use to help promote your event.



## Why you should care about booking a PSA Member?

Della is a Member of the Professional Speaking Association of UK & Ireland (PSA for short).

Membership is awarded only to individuals who earn significant income from speaking and who are deemed to be worthy of this status.

The PSA membership process helps provide meeting planners and event organisers with the reassurance that by booking a Member of the Professional Speaking Association they are getting an individual who is one of the most able in the profession.

All members of the PSA agree to the following ethical guidelines. All Fellows, Members, Honorary Members, Honorary Fellows, Retired Members and Associates must agree to abide by these guidelines in order to be accepted by the Association.

All grades of PSA member:

- Accurately represent qualifications and experience in both oral and written communications.
- Act, operate their business, and speak on a high professional level so as not to offend nor discredit the speaking profession.
- Exert due diligence to understand the client's organisation, approaches and goals in advance of the presentation.
- Avoid using materials, titles and themes originated by others, either orally or in writing, unless approved by the originator.
- Treat other speakers with professional courtesy, dignity and respect.
- Maintain and respect the business or personal affairs of clients, agents and other speakers.
- Protect the public against fraud or unfair practices and attempt to eliminate from the speaking profession any and all discreditable practices

## How to contact Della Hudson FCA

Book a call: <https://calendly.com/hudsonbusiness/30min>

Drop me an email: [hello@hudsonbusiness.co.uk](mailto:hello@hudsonbusiness.co.uk)

Tweet me: @DellaHudsonFCA

Connect with me: <https://www.linkedin.com/in/dellahudsonfca/>



## Your budget

Della can be booked for a keynote of up to 1 hour for £1,000 or a workshop for £2,000 per day\*

You can also reserve a special deal of 100 books for your delegates for £999

(Different rates will apply for international or very local events so book a call to discuss your budget)

\*Plus VAT and travel expenses

