

March 1, 2022

CPA Atlantic School of Business
Suite 5005, 7071 Bayers Road
Halifax, Nova Scotia, B3L 2C2

Dear CPA member,

RE: Support and resources for CPA members presenting at high schools

Firstly, thank you for volunteering to be a high-school ambassador for the profession. The CPA career pathway is exciting and rich with possibilities – but as we know, frequently misunderstood or difficult for non-members to fully visualize. The opportunity to pass along your knowledge and enthusiasm in the context of a personal story is a special gift to students and for the profession as well.

In the Atlantic provinces and Bermuda, the CPA Atlantic School is your support centre for presentation materials at high schools. We do this to ensure you can focus on telling your story knowing you have a professional PPT deck of slides with up-to-date details.

These resources are freely available for you to use. We encourage you to orient yourself with the materials and adjust to suit for your presentation style and circumstances. Also, we welcome feedback on how the material is serving you or could be improved.

PPT presentation decks:

- Main presentation and back-up slide (PPT) – Atlantic Canada version (English)
- Main presentation and back-up slide (PPT) – Atlantic Canada version (French)
- Main presentation and back-up slide (PPT) – Bermuda version (English)

The presentation is entitled “There IS something weird about CPAs ...” with a subtitle on “the unique career advantage of a CPA”. The provocative title is meant catch the attention of a young audience that likely has preconceived ideas around accounting. But also, it seeds the idea of meaningful differentiators that will be presented in a memorable way.

Pamphlet and giveaways:

- Printable handout/pamphlet – Atlantic Canada version (English)
- Printable handout/pamphlet – Atlantic Canada version (French)
- Printable handout/pamphlet – Bermuda version (English)

In case you don't have the time or means to get professionally printed brochures from CPA Atlantic School, we offer a "printable" PDF handout in one page that contains the key messages and is equally useful whether printed in colour or black and white. Feel free to make as many copies for distribution as you wish.

If you have more time available, please do be in touch with CPA Atlantic School and we will gladly ship you professionally printed copies from our inventory.

Feedback

As a profession and organization committed to continuous learning and improvement, we very much value the opportunity to hear from you and look forward to your comments on utility and room for improvement.

Please do be in touch with your comments, feedback, and suggestions for future iterations.

Regards,

A handwritten signature in blue ink, appearing to read 'A. Bellefeuille', with a stylized flourish at the end.

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