How to be proactive in your MGI marketing
Where to start
Log in to the MGI website - Members Area

Login to www.mgiworld.com website
Welcome to the MGI Worldwide Members' Area

Dear Clive Viegas Bennett,
As a member of MGI, you have special access to information, resources and knowledge. Visit our [member guide](#) to make the most of your membership.

[Marketing Material]

New Member Announcements:
NEW MEMBER JOINS MGI WORLDWIDE THIS JUNE FROM EGYPT, DR. ASHRAF HANIF

Knowledge Hub

[Edit Your Profile]
Corporate Identity Manual (CIM)

Here you will find downloads to marketing material including the Corporate Identity Manuals (CIMs) for MGI Worldwide and Mint Alliance, logos, images, templates and publications to help you communicate your membership and what this means to your clients and markets.

Brand documentation

Corporate Identity Manuals (CIMs) 2015 - NEW

New MGI Worldwide Network and Mint Alliance Corporate Identity Manuals (CIMs) replace the former MGI CIM of 2008. Both manuals provide all the information you need regarding logos, image files, colour references, templates and text to help you communicate your membership and what this means to your clients and markets. Please note that statistics quoted within the messaging are as of December 2015.
Guidelines

Core Elements
The MGI Worldwide brand consists of the following core elements.

Primary Colours
Secondary Colours
Font
Dialog

Logo
The logo must be used on all logos that credit MGI Worldwidet. The logo appears on the top left of the page and the top right of the page.

Values
The values of MGI Worldwidet are:

personal: entrepreneurial: global:

Message
A clear and consistent message is an important aspect of the visual brand identity. We recommend that Members of MGI Worldwidet use the following messaging to support their marketing and communications.

Application
The application guidelines found in this manual should be adhered to wherever possible, particularly for MGI-branded forms. The applications are intended to be simple and uncluttered, providing some flexibility for network members to adapt locally, as required, within reason. For use of the legal disclaimer see page 16.
NEW Client Communications for MGI Worldwide Members

A number of NEW client communications have been produced to help members of MGI Worldwide make the most of their membership when talking with their clients. This includes flyers, PowerPoint presentations and a dynamic client video that members are welcome to use on their own firm websites. Click on the links below to access these templates or contact maxine.brock@mgiworld.com for more information.

Flyers

- MGI Africa flyer for single firm Word doc 1.7MB
- MGI Africa flyer for multiple firm Word doc 1.7MB
- MGI Africa flyer for single firm for professional designers indd file 10.3MB
- MGI Africa flyer for multiple firm for professional designers indd file 10.4MB
- MGI Asia flyer for single firm Word doc 1.8MB
- MGI Asia flyer for multiple firm Word doc 1.7MB
- MGI Asia flyer for single firm for professional designers indd file 10.3MB
- MGI Asia flyer for multiple firm for professional designers indd file 10.3MB

Power Point Presentaitons

- MGI Worldwide client presentation powerpoint template 5.3MB

Client Video

Why is it important?
Intended to help member firms better communicate the value of MGI Worldwide membership for their clients and potential clients and at the same time help enhance reputations and reinforce international credentials in the local marketplace.

How should it be used?
- On home and international webpages
- Share among staff and around offices (via email, in reception areas/meeting rooms)
- In client engagements (emails, proposals, tenders, events)
- To complement local recruitment activity, although it is not primarily intended for this.

Please see the NEW client video HERE
(note: you can download the video file to your desktop from the link above)
Need advice? Want to see examples?

See the Member Marketing webinar hosted last February

Login to www.mgiworld.com website member area
The minimum requirements

You MUST:

Show “A member of MGI Worldwide” logo on your home page.

Have a page on your website describing MGI membership.

Use the “A member of MGI Worldwide” logo in your email footers.

Use the proper logo (for MGI prefix firms)
Remember the **Deadline** for adopting MGI branding rules
How far do you use MGI in your firm marketing?

The full potential

Maximum commitment to make the most of your membership in your firm marketing.

The minimum

Minimum commitment to promote your membership in your firm marketing.
Marketing
The next step
In marketing, what does “being proactive” actually mean?
What “Being proactive” Is NOT…

To Do: Nothing
Now is the time to try something **NEW**
If you do
what you always did
you will get
what you always got
Why be proactive?

1. To be first
Why be proactive?

2. To delight your clients
3. To be ahead of your competition
Why be proactive?

4. To keep your clients
Why be proactive?

5. To improve your margins
What clients think...

The top reason small-and-medium sized businesses left their accountant

...because their accountant did not give proactive advice, only reactive
What clients think…

76% of small and mid-size business owners say their accountants are **not proactive**

...and 75% have changed firms because their accountants are providing reactive services rather than proactive advice

USA national survey, June 2015
Clients seeking more proactive support: An opportunity or a risk for your firm?

"Being proactive" provides opportunity to win business
How to win with MGI marketing:

3 strategies
Strategy 1
Build a reputation for international work
Enhance your reputation in your market
Using MGI to win work

Marketing

Talk about your international credentials

Receive international work

Gain international reputation and confidence
How to build your international reputation?
MGI members -> Your international reputation -> Your market
Just showing

A member of

mgiworldwide

is not enough!
Website
Presentations
Your office
Video
Flyers
Articles
Chambers of commerce
Which firm would **YOU** trust?

Accountants Experts
Advice Experts

Expertise - advice

PARTNER OF YOUR PROJECTS

AUDICIS was founded in Casablanca in 1997 by two auditors and a consultant, each with extensive experience in locally and international accounting.
So you don’t have a website?
It’s easy - here’s the MGI starter website toolkit

Audit
We have a fully qualified audit team, led by our Managing Partner, XX XXXX. Our quality assurance systems are reviewed by MGI Worldwide and so meet the highest global standards. We use the latest in audit software to enhance our efficiency and ensure that our work always meets the most recent international standards.

Tax consultancy
Over the decades we have become expert at finding effective, fully compliant tax solutions for our clients.
Specialist Accountancy Services Europe and Worldwide

Together we help many clients in a wide variety of business sectors to set up and grow their businesses across Europe and throughout the rest of the world. We are solely dedicated to serving medium-sized businesses, family businesses, entrepreneurs and fast-growth enterprises.

For many businesses, an exciting international opportunity is also exciting, but sometimes overwhelming. Our international tax specialists help you understand the global implications of your local business decisions, making sure you can move freely across borders and expand your horizons.

Proud members of getac.eu, part of MGi Worldwide, 20 Top International Accountancy Firms in the world.

Get advice you can trust when you need it across Europe and Worldwide

Our experts are well-versed across several locations within most business sectors and industries.

Have the support you need as you grow across Europe and Worldwide

International Tax Services in North America and Worldwide

We help clients in a wide variety of industry and service sectors establish and grow their businesses across North America and throughout the world. We are dedicated to serving medium-sized businesses, family-owned businesses, high-net worth individuals, entrepreneurs, and fast-growth enterprises.

MGi’s team of national and international tax specialists and professional accountants has the expertise and dedication to ensure you receive the right advice to help you comply with evolving tax laws and regulations. Whether you are a family office investing abroad, a foreigner moving to the U.S. or investing in U.S. real estate, an American moving internationally, or an entrepreneur from another country following your dreams of establishing a business in the U.S., our tax specialists can assist you with a wide range of services, including:

- U.S. tax treaties
- Foreign tax credits
- Withholding tax issues
- Form 1041 of a foreign business
- Controlled foreign corporation issues
- Taxation of nonresident aliens working in the United States
- Property transfers to and from foreign corporations
- Interest charged on domestic international sales corporation (IC-DISC)
- Audits of domestic companies with foreign parents

Our dedicated MGi national and international tax specialists see clients in over 50 countries. We can help you manage your tax strategy, planning, and compliance needs, while ensuring your personal objectives are met - we call this the MGi World Difference.

Personal Advice, Global Perspective.

MGi North America is part of MGi Worldwide, a Top 20 international accounting network of independent tax, accounting, consulting and audit firms. We are engaged to provide our clients with the expertise and experienced knowledge on a national, regional, and international level from more than 6,000 professionals in over 250 locations around the world.

Get in touch. Contact us to find out how we can help you with all your tax, accounting, and consulting needs and goals.

www.mgiworldwide.com
In and around your office

Welcome to our December edition for members worldwide

As one year ends and another begins and as a member of MGI Worldwide there is a lot to be proud of. This December we share highlights from our Global AIM Strategy more recent AIM meetings, provide the latest developments on Practices Groups and share news from across the network. We also welcome a new member joining from Mauritius.

Thank you and best wishes

With the holiday season upon us, there is no time more fitting than now to say thank you to our members around the world for your continued support, loyalty and goodwill throughout the year. Best wishes to you and your families at this special time of year.

NEW IFRS Practice Group

MGI Worldwide is proud to announce the launch of the new Global IFRS Practice Group. The group brings together expertise in IFRS from around the world and aims to provide comprehensive technical support and a forum for the sharing of best practice for all MGI Worldwide members.

VISIT GLOBAL IFRS MICROSITE
Client video
Write articles for local journals
Talk to local and international chambers of commerce
Conduct business surveys
Hold events
Other tools to establish your international credentials

- Display banners
- A1 Poster
- Global newsletter
- Annual review
- Printed directory
Your market

MGI members

Your international reputation

How to build your international reputation
Your international reputation in MGI

- Great service
- Quick response
- Good English
- Attend meetings
- Practice groups
- Content on MGI website
- Great website
- How to build your international reputation
Using and making MGI content
MGI produces this content
Establishing a Company in China
A guide for overseas investors

Executive summary
Establishing a business in China is not as straightforward as most business investors into China initially anticipate and the process comes with its own unique challenges and complexities. Understanding the corporate environment is vital and to do so, investors need a clear understanding of their business model as well as the ever-changing body of governmental regulations.

Many government bodies are involved in the process and the overall procedure can take anywhere from 2 to 6 months depending on the type of entity that needs to be established and proper compliance with the procedural elements being met.

MGI produces the documents (PDFs)
MGI produces the write-ups
Follow, share, like, contribute to MGI content

1,759+ Followers

119 Follows

118 Likes

357 Tweets

139 Followers

200+ page views

Typical page views for a feature

1:52

Typically 2 minutes average reading time spent on any one article
Get additional exposure for your firm

CALL FOR CONTENT
We’re interested in news, stories, education, training, and events from you!
How to win with MGI marketing

Strategy 2
Strategy 2
Use MGI to make your firm appear bigger & more capable when competing against big firms.
Align your expertise and marketing strength with like-minded firms to accomplish much more than you can on your own.
Have you ever considered?
Collaborate with MGI colleagues: adapt content for “proactive advice” to your clients
Practice groups:
Global Forensic

**Global Forensic Accountancy Experts**

**Global Forensic Group**

**Cross Border Divorces**

**International Fraud**

**International Arbitration**

**Public area**

**Member Area**

**MGI Worldwide's** Global reach offers instructing lawyers a choice of experienced accountancy expert witnesses situated in the UK, Continental Europe, North America and elsewhere.

**MGI Worldwide's** forensic accountancy experts offer:

- Initial free consultations at which the potential role of the expert can be discussed
- The ability to provide a very quick response and a willingness to meet tight deadlines
- The application of lateral thinking to a problem which can open avenues of legal argument which may not previously have been considered
- The services of a calm, unbiased and credible professional with experience in court, who is well able to put forward a convincing case in a clear and articulate manner.

**Truly Global Forensic Accounting**

Read more about our Global team of IFRS experts [here](#)
Practice groups: Global M&A

**Why choose MGI?**

MGI Worldwide delivers the best of local advice with a truly global reach across our network of more than 5,000 professionals. Our global network means we are not only able to help identify buyers and sellers across the globe, but if it needs to be done, we are ideally placed... 7th September 2016 | Read more

**How we can help**

We have vast experience of business purchases and sales and are well placed to provide advice on business valuations. Our hands-on approach means we continue to support our clients throughout every stage of the investment process, from dealing with competitors... 7th September 2016 | Read more

**Sector specialisms**

Are you interested in talking to our team of corporate finance accountancy experts and would like to know more? Our Global Mergers & Acquisitions team specialises in advising buying and selling businesses. We can help business-owners achieve a sale and... 7th September 2016 | Read more

**Contact us**

MGI Worldwide's global reach offers those wishing to buy or sell businesses an unrivalled ability to access specialist expertise locally while being supported by the global network of MGI Worldwide.

Read more about our Global team of M&A advisers here.

Susannah Adams, London, UK; Bob Greenfest and Adam Freedenberg, Washington DC, USA; David Enser, Chelmsford, UK; Alexander Leoff, Frankfurt, Germany; Razik Sarsam, Greater Toronto Area, Canada; Piyush M. Thakkar, Muscat, Oman; Pierpaolo Vannucci, Lucca, Italy; Stuart Hendler, Cape Town, South Africa; Carmen Mihaela Simion, Bucharest, Romania; Rafael Castellanos Perez, Mexico City, Mexico.
Practice groups:
Global IFRS

MGI Worldwide’s team of Global IFRS Experts deal with International Financial Reporting Standards (IFRS) on a daily basis, share knowledge and best practices, and ensure the correct application of IFRS on a globally consistent basis.

Global IFRS Experts, truly global accounting & reporting
To make working together on an international basis easier, the IFRS foundation prepared standards that are compatible with international law. Nowadays IFRS Standards are mandated for use by some...
Joining a practice group is smart competition
How to use MGI marketing: Strategy 3
Strategy 3
Use MGI to help you show your clients you are proactive
International webinars – invite your clients

A panel-led discussion “The impact of Brexit for the UK, EU and rest of world”
Views from local business leaders around the world

Free webinar
Friday, 30 September 2016

Dear Client,

As a member of the MGI Worldwide global accounting network we are delighted to be able to offer you complimentary exclusive access to an International Panel-led discussion by webinar to consider the impact of Brexit.

The webinar will focus on the impact of Brexit for businesses across the globe, offering the chance to hear views, voice concerns and test international opinion from local business leaders in the UK, wider Europe and beyond. Companies are starting to position themselves to take advantages of perceived opportunities arising from the Brexit decision, whilst putting in place contingency strategies to manage the potential future risks. Never has it been more important for international businesses to be well informed about the wider economic climate in which they trade.

Worrying how Brexit might impact your business?
The webinar will consider such questions as:

- Is the Brexit decision likely to be reversed?
- When and how is Brexit likely to take effect?
- What transitional provisions might apply?
- What options are the UK government considering?
- What are the potential risks and opportunities for international businesses?

Our membership of MGI Worldwide, a top 20 international accounting network of independent audit, tax and accounting firms, brings together the expertise of some 5,000 professionals in over 250 locations around the world. Together we help many clients in a wide variety of business sectors grow and set up their business in country and internationally.

We hope you can join us for what we anticipate will be a lively, informative and thought-provoking debate.

Kind regards,

Register Here

www.mgiworldwide.com
Exposure among members and clients

53 Participants

14 Countries
Be seen by multiple clients at any one time

- 3 top-tier banks
- Professional services firms,
- Manufacturing, Property
- and Education industries

52% 28 clients
Use MGI to help you deliver a webinar for the benefit of your clients
Is there specialist expertise that you want to promote and that others can gain from?
Why a webinar?

The average cost of conducting a webinar is between $100 and $3,000 depending on promotion and technology costs.

As part of MGI it’s FREE.
For all marketing support contact
Maxine Brock
at MGI Worldwide
International Marketing Director
E: maxine.brock@mgiworld.com

Maxine is here to help
Questions