

# The New York State Society of CPAs and Whitman Business Advisors Presents Generating Business with Social Media

**WHITMAN  
BUSINESS  
ADVISORS**



David Deutsch's expertise is using social media to grow your CPA practice where he will give you all the tools you need to create a sales pipeline for your practice in less time than you thought possible, including:

- Show you how to turn your LinkedIn profile into a lead generation machine
- Explain social media best (and worst!) practices
- Help you create a process to generate qualified meetings almost immediately

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Tuesday, April 26  
8:30 am – 10:00 am  
O'Connor Davies LLP  
665 Fifth Avenue, NYC  
3<sup>rd</sup> Floor Conference Room