



## Most Successful Topaz Customer Day

An award winning setting and top industry speakers set the scene for the most successful Topaz Customer Day yet at Whittlebury Hall, Northamptonshire, last week.

The event themed as "Work Smarter Not Harder" attracted in excess of 100 existing – and potential – Topaz clients drawn from top companies in their respective sectors.

As in previous years, Topaz used the event as a platform to unveil the latest enhancements to both its Topaz Financials and EMS packages and also provide the audience with a glimpse of future development plans.

Highlights of the Topaz Customer Day included three leading industry speakers –

- Ian Holloway, IPP Policy and Research Officer and a tutor for the IPP Diploma course, guided the audience through the pitfalls of the latest legislation in the payroll sector.
- David Lennan. Former Director General of The British Chambers of Commerce and a leading expert on HR, warned companies that they were not placing enough emphasis on HR and the cost implications of their foot dragging.
- Damian Wild, Group Editor in Chief of Incisive VNU's business and finance titles including Accountancy Age argued that financial reporting procedures still needed to be tightened up as there was always "another Enron lurking round the corner".

As well as the chance to check out the full range of the latest Topaz software functionality, Topaz created a 'Mini Expo' of stands at the event so that customers could get the chance to meet leading partners and third party suppliers.

Every company attending the Customer Day also helped to boost a Topaz donation to an Oxfam environmental tree planting initiative, which benefits countries such as Ethiopia.

"Our intention was to strike the right balance between providing an informative and productive agenda and the chance to thank our customers for their loyalty with the opportunity to play a round of golf or be pampered in the hotel spa," said Paul Ross, Topaz Senior Account Manager.

"We were delighted to get the three top industry speakers and, from the feedback we received during the event, their presentations were well received by our customers.

"The Customer Day also helped to benefit Oxfam's very worthy environmental project and I would like to thank all those who attended for boosting the final donation total."

The bond between Topaz and its customer base was demonstrated once again with the Topaz Award Ceremony – the offbeat annual presentations where Topaz singles out customers for their input into the supplier/customer partnership.

"I would like to congratulate all of the winners, especially Dave Byard for the lifetime achievement award, and also take this opportunity to thank our customers who attended the event," says Eddie Stanley, Topaz Sales Director.

"Following a record year of sales and partnership successes, we wanted to provide our customers with the best Customer Day event to date and the very positive comments that were made during the day indicated that it was a resounding success.

"Feedback from our previous Customer Days has traditionally been very good and we are looking forward to receiving comments following this year's one."

