

ACCA Advocates: communications for ACCA's brand themes

As an ACCA Advocate, you're a powerful voice that promotes the value of the profession, the value of the ACCA Qualification and the value of ACCA membership.

You're also a powerful voice that can highlight our brand themes we have created for 2019/2020 to tell the ACCA story.

These four broad themes align with ACCA's values and our mission to lead the profession.

Our themes are:

Q1 April, May and June	The power of digital
Q2 July, August and September	The power of connections
Q3 October, November, December	The power of ethics
Q4 January, February, March	The power of future-ready talent (current working title)

These 'power of ...' themes use ACCA's professional insights research as a basis for the story telling, always making the link between a key theme and how we're addressing the issue with our qualification, CPD, networks and other activities.

These themes provide valuable resources for discussion and debate.

So as an advocate, it's important we provide you with the tools and messages that can help you share your professional body's key insights and thinking about our brand themes.

To help you talk about ACCA's digital theme we have created for advocates:

- A speech
- A presentation
- A news release
- A report on machine learning
- Key messages

Feel free to use these materials when you are speaking, or when you want to talk about the theme – perhaps at team meetings, external events or at a conference. The choice is yours, and the materials we provide are all here for you to use as appropriate.

Over 2019 / 2020, keep a look out for other advocate communications packs for the upcoming themes.

Any questions, or anything you think you need as an advocate, please contact:

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