CTLA 2020 Conference

July 9th Webinar

American Accounting Association
Thought Leaders in Accounting

Centers for Advancing Accounting

Draft of AAA 2020 Annual Meeting Daily Offerings

2020 Annual Meeting has two ways to engage:

- An online meeting platform where all sessions will be recorded!
- A virtual presentation gallery for every session's infographic (poster) and associated videos, files, etc. hosted by Morressier (The presentation Gallery will open two-week prior to meeting)

Time Slot/Room	Rm 1	Rm 2	Rm 3	Rm 4	Rm 5	Rm 6	Rm 7	Rm 8	Rm 9	Rm 10	Rm 11	Rm 12	CTLA 1	CTLA 2
11-12	Plenary 1													
12-12:30	Break													
12:30-1:30	1	2	3	4	5	6	7	8	9	10	11	12	C1	C5
1:30-2	Break													
2-3	13	14	15	16	17	18	19	20	21	22	23	24	C2	C6
3-3:30	Break													
3:30-4:30	25	26	27	28	29	30	31	32	33	34	35	36	C3	C7
4:30-5	Break													
5-6	37	38	39	40	41	42	43	44	45	46	47	48	C4	C8

Legend

Concurrent regular, dialogue and panel sessions

CTLA sessions

Plenary

DRAFT CTLA Virtual Meeting Program Tracks that will be moderated by CTLA Steering Committee members.

Submit your infographic /poster and video for your CTLA Concurrent, CTLA Roundtable, or CTLA Poster accepted submission by July 21!

Day 1

Session Time EDT	CTLA 1	CTLA 2
11:00-12:00	Plenary 1	
12:00-12:30		
12:30-1:30	CTLA 1	CTLA 5
1:30-2:00		
2:00-3:00	CTLA 2	CTLA 6
3:00-3:30		
3:30-4:30	CTLA 3	CTLA 7
4:30-5:00		
5:00-6:00	CTLA 4	CTLA 8
6:00-7:00		

Day 2

Session Time EDT	CTLA 1	CTLA 2
11:00-12:00	CTLA 9	CTLA 13
12:00-12:30		
12:30-1:30	CTLA 10	CTLA 14
1:30-2:00		
2:00-3:00	CTLA 11	CTLA 15
3:00-3:30		
3:30-4:30	CTLA 12	CTLA 16
4:30-5:00		
5:00-6:00	CTLA Keynote	Plenary 2
6:00-7:00	CTLA Reception/ Block Party	

Day 3

Session Time EDT	CTLA 1	CTLA 2
11:00-12:00	CTLA 17	CTLA 21
12:00-12:30		
12:30-1:30	CTLA 18	CTLA 22
1:30-2:00		
2:00-3:00	CTLA 19	CTLA 23
3:00-3:30		
3:30-4:30	CTLA 20	CTLA 24
4:30-5:00		
5:00-6:00	Plenary 3	
6:00-7:00		

Day 4

Session Time EDT	CTLA 1	CTLA 2
11:00-12:00	CTLA 25	CTLA 29
12:00-12:30		
12:30-1:30	CTLA 26	CTLA 30
1:30-2:00		
2:00-3:00	CTLA 27	CTLA 31
3:00-3:30		
3:30-4:30	CTLA 28	CTLA 32
4:30-5:00		
5:00-6:00	Plenary 4	
6:00-7:00		

CTLA Format

- **August 10th – August 13th 11am – 7pm EST**
- **32 sessions – 4 a day – 2 rooms**
  - Need to know Absolute day/time conflicts
- **Plenaries 5 – 6pm**
- **Happy Hour 6 – 7pm**
- **3 types of Sessions** (Panels will be looked at after everyone is scheduled)
  - Concurrent
  - Roundtables
  - Poster

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Concurrent Presentations

- Could be 1, 2 , 3 or 4 presenters
- 12 – 48 minutes
- 2 minutes for Polling Questions
- Will need slides or any presentation materials by 7/21
  - Presenters can control the slides
  - If no slides, infographic will show

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Roundtable

- 4 – 5 Presenters
- Each session
  - 2 minute presentation
  - 8 minutes Q & A using chat room
    - Pose open ended questions
  - Moderator and Presenter in chat room
  - Audience will be muted
  - Polling Questions will pop up
  - No screensharing
  - Inforgraphic/slide will be displayed during presenter time.

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Posters

- 5 presenters per session
- 5 minute elevator speech
- 5 minute Q & A facilitated by moderator
- 2 minutes for Polling Questions
- No screensharing
- Infographic/slide will be displayed during presentation
  - Will be searchable in Gallery by session number

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Infographic Suggested Format

School Logo

Infographic Title

Segment Meeting Graphic

Author's Name/s

Address/es

Introduction/Key words

Objective/Aim/Benefit to Accounting

Results/Discussion

Main Finding translated into plain English/graphs/pictures. Emphasize the important.

Extra Tables/Figures

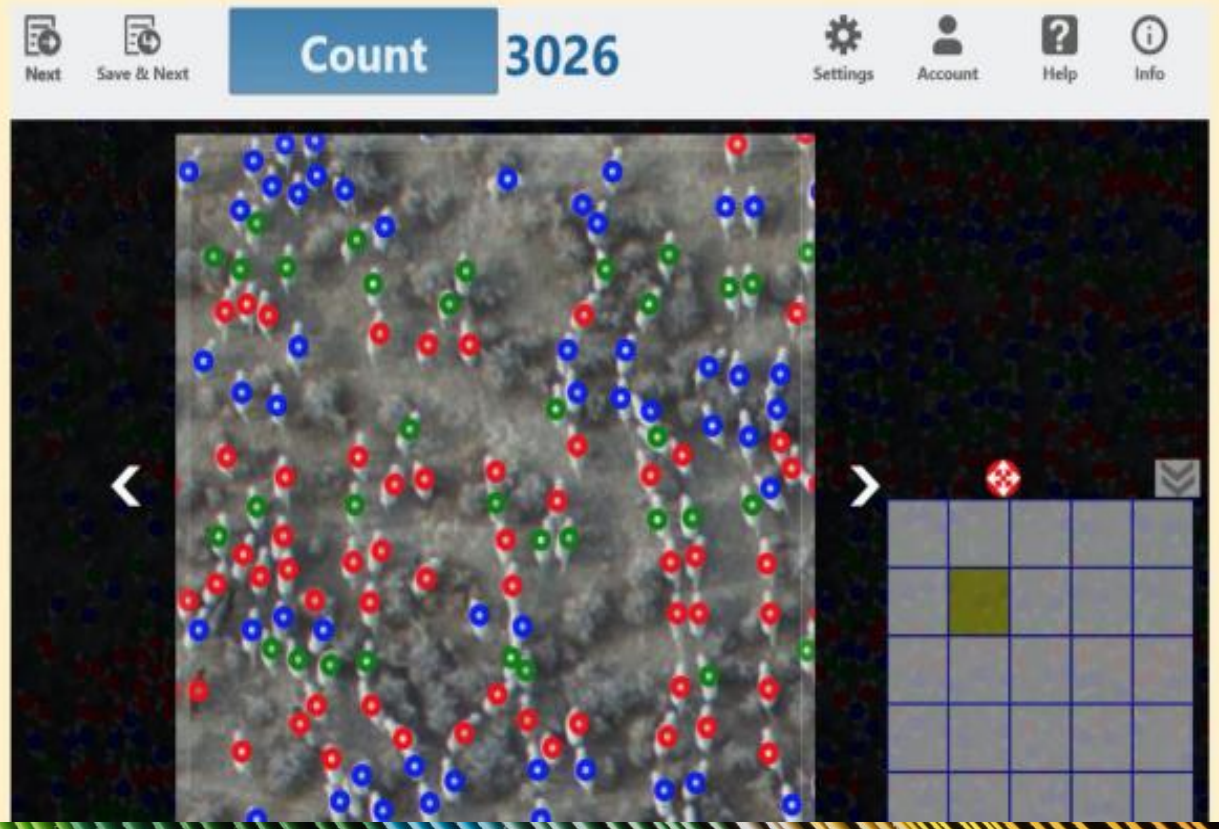
Drones for Inventory Case Studies!

Deniz Appelbaum, MBA, Ph.D.
appelbaumd@Montclair.edu

Drones, Inventory, AI

-Image recognition software as audit tool!
-May be less costly
-Safer audit process
-Faster audit process
-Classroom cases

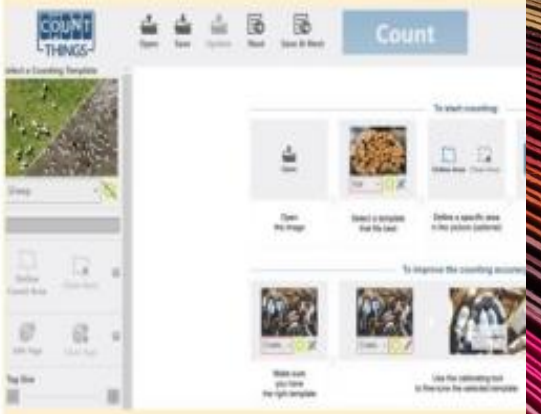
Drone and FPV camera data along with AI can facilitate your inventory count! Deal more effectively with counting:



Inventory challenges and A

Inventory Count and Measurement Challenges

Examples	Challenges	Special Procedures
Lumber	Problem identifying quality or grade	Employ an audit spec
Piles of sugar, coal, scrap steel	Use of geometric computations, aerial photos	Employ an audit spec
Items weighed on scales	Accuracy of scales	Examine certification
Bulk materials (oil, grain, liquids in storage tanks)	Measurement of volume, ensuring composition of content	Climb the tanks. Dip measuring rods. Sam assay or chemical an
Diamonds, jewelry	Identification and quality determination problems	Employ an audit spec
Pulp wood	Quantity measurement estimation	Examine aerial photo
Livestock	Movement not controllable	Use chutes to control



KAT Insurance: Intro Accounting Data Analytics Cases Using Excel, Power BI and/or Tableau

Wendy Tietz, Kent State University | Jennifer Cainas, University of South Florida | Tracie Miller-Nobles, Austin Community College

Financial Accounting Case

- Cover any time after **accounting cycle**
- General learning objectives
  - Clean the data in a data set
  - Analyze sales trends
  - Interpret findings
- **Excel skills**: Sort, VLOOKUP, format, pivot table, pivot chart, calculated field, map chart
- **Power BI skills**: Import, table visualization, sort, slicer visualization, clustered column chart, map visualization
- **Tableau skills**: Join two tables, sort, visualizations, use Marks card, calculated field, tables, map chart

Managerial Accounting Case

- Cover any time after **contribution margin concepts**
- General learning objectives
  - Clean the data in a data set
  - Analyze cost and contribution margin data
  - Interpret findings
- **Excel skills**: Pivot table, Find & Replace, VLOOKUP, calculated columns and fields, sort pivot tables
- **Power BI skills**: Import, table visualization, calculated columns, LOOKUPVALUE, average, count, filter, slicer
- **Tableau skills**: Join two tables, sort, visualizations, filter, format, use Marks card, bar chart

KAT Insurance Case Background

- Based on anonymized real-life national insurance data
- More than 65,000 records
- **Both financial and managerial accounting cases can use Excel, Power BI and/or Tableau**

AccountingIsAnalytics.com

Each KAT Project Includes:

1. Case (one-page)
2. 50-page instructor guide
3. Student guide
4. Instructions for obtaining software tools
5. Four versions of 65,000+ record data set
6. Step-by-step tutorial video (close captioned) & 24-record tutorial data set
7. Annotated tutorial slides (pdf)
8. Editable grading rubric
9. Multiple-choice questions with solutions

AICPA Core Competencies

- **Accounting competencies**: Measurement analysis and interpretation, Technology and tools
- **Business competencies:** Strategic perspectives, Process and research management, Governance perspective, Customer perspective
- **Professional competencies:** Decision-making, Communication

Excel vs. Power BI vs. Tableau

+ Familiar
- Limited features

+ Microsoft product
- Will not run using Mac OS

+ Windows and Mac OS
- Need to register

Statistics

- **>300** instructor requests from **>20** countries

Video Resources

Record a no more than 5-minute video in mp4 or MOV format about your presentation. The video should cover the key highlights of your presentation andy why you did it.

There are many ways to do a short video: a saved Zoom recording or a voiceover PowerPoint saved a an mp4 or MOV. How-to resources are listed below. AAA will also post tech support hours to answer your questions.

During your uploading process to AAA's Presentation Gallery, you will be asked to upload your infographic, your short video in mp4 or MOV format, a brief description/abstract of your session, key words/#hashtags for your presentation, plus any other materials you want to share (i.e., working paper, presentation slide deck, handout, dataset, website url, tools list, etc.). You can post updates/revisions to AAA's Presentation Gallery until May 28.

How to create your Account Profile and Log in to AAA's Presentation Gallery hosted by Morressier.

Beginner Resources

How to Create your mp4 Video using Zoom-pc or Mac

How to Create a Voice over PowerPoint mp4 video Presentation using the Recording Feature for Spark-pc

How to create screencapture videos-Mac

How to create videos using iMovie-Mac

How to Record Yourself in PhotoBooth-Mac

How to convert file formats, i.e. .MOV to .mp4-Mac

Options for Recording Videos by Wendy Tietz, Jennifer Cainus, and Tracie Miller Nobles [**Handout**]

How to Use PowerPoint Recording to create a Video by Wendy Tietz, Jennifer Cainus, and Tracie Miller Nobles [**Handout**]

Using Zoom for office hours or Class (Zoom basics) by Wendy Tietz, Jennifer Cainus, and Tracie Miller Nobles [**Handout**]

Advanced Resources

Coursera's Home Video Production Toolkit

Presenter To Dos:

Create account profile using unique link sent from Morressier

Design and upload infographic (i.e., 1 widescreen PowerPoint slide)

Record a short (<5 minute) video of highlights and upload as mp4 or MOV

Upload abstract/presentation description, keywords

Send the following to Stephanie at AAA:

- Create 1 multiple-choice polling question about your presentation
- Write two open-ended questions about your presentation for moderator to ask you

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Make materials PUBLIC

When you upload to Morressier, make your materials PUBLIC – no one will be able to see anything if you choose private

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Where to find help

AAA website:
https://aaahq.org/Meetings/2020/Annual-Meeting

Annual meeting website for poster help:

https://aaahq.org/Meetings/2020/Annual-Meeting/Infographic-Poster-Resources

Videos resources:

https://aaahq.org/Meetings/2020/Annual-Meeting/Video-Resources

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