

Webinar Opportunity: CFO's Role during the COVID-19 Pandemic



The CFO's Role in Leading Through the COVID-19 Crisis

Tuesday, May 5, 2020 | 2PM EST, 11AM PST

Qualifies for 1 CAE credit



Tom Hood

CEO, Maryland Association of CPAs

SAVE MY SEAT

What can you do right now to stabilize your nonprofit and steer it safely into a future that will continue to be shaped by the COVID-19 crisis?

As CFOs and accounting and finance professionals look for answers, CPA Tom Hood is ready with answers on everything from federal relief programs and crisis management planning to positioning your nonprofit to seize opportunities emerging from these turbulent times.

Now, he shares these answers with you—along with the tools and guidance to put them into action to protect your nonprofit now and long-term.

[Register now](#) for *The CFO's Role in Leading Through the COVID-19 Crisis*.

In this one-hour webinar, CPA Tom Hood examines the vital role CFOs and accounting and finance professionals in leading nonprofit organizations through COVID-19's immediate and ongoing impact.

A roadmap through the crisis. You'll learn how to build and communicate your financial management crisis plan. You'll gain insights for managing everyone's stress so you can see opportunities through the uncertainty. Plus, you'll have the chance to ask your own questions during the Q&A portion of the webinar.

Reserve your space now for expert guidance on how to lead your organization through this crisis, including:

- An overview of how to lead through a crisis, including how to manage your team's stress—and yours
- The three stages of financial crisis management and how to build a plan around them
- A framework for communicating your strategy to key executives, stakeholders and employees
- The latest updates on Federal-government relief programs
- Key trends and opportunities that can help you manage in the short-term and position for the long-term
- How to develop next steps and a contingency plan for your organization

You'll come away from this webinar with insights and practical tools for stabilizing and leading your organization now and positioning it for future success.

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Meet your Webinar Leader

Tom Hood is the CEO of the Maryland Association of CPAs and its innovation subsidiary, the Business Learning Institute. He is one of the most influential leaders in the Accounting Profession. In 2018 he was named the Second Most Influential Person in Accounting for the sixth year by Accounting Today Magazine. He was one of the first five thought leaders inducted into the Accounting Hall of Fame (2015) by CPA Practice Advisor.

Who Will Benefit:

- Chief Financial Officers
- Finance Staff
- Operations Staff

Can't make it? [Register](#) anyway and we'll send you the recording.

