

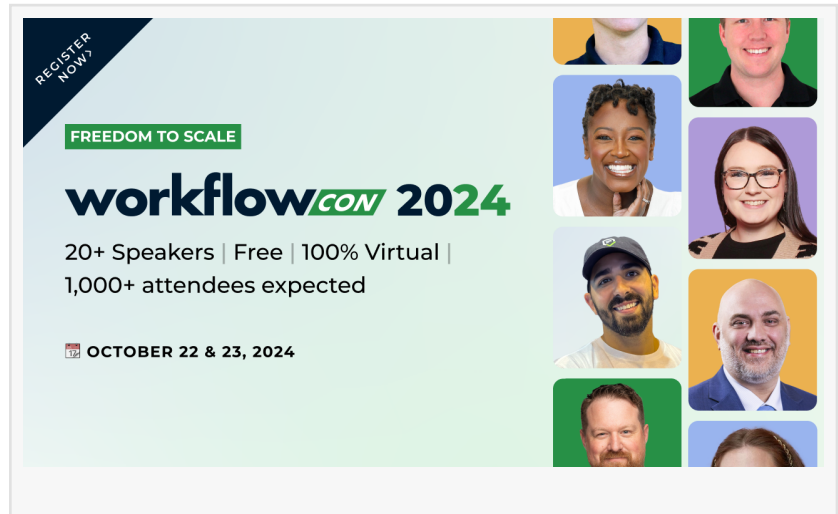
Financial Cents Announces Inaugural Accounting Workflow Industry Awards at the Second Edition of WorkflowCon 2024

Nominations Now Open for the Most Influential Leaders in Accounting Workflow, Automation, and Cloud Technology. Winners to be announced at WorkflowCon.

ATLANTA, GA, UNITED STATES,
September 24, 2024 /

EINPresswire.com/ -- Financial Cents is thrilled to announce the launch of its inaugural Accounting [Workflow Industry Awards](#), celebrating the leaders who have made the most

significant impact on accounting workflow, cloud technology, and automation. The awards will be the highlight of the second edition of WorkflowCon, Financial Cents' premier annual virtual conference, which will take place on October 22 & 23, 2024.



“

These awards are our way of saying thank you to the individuals who have inspired us all to work smarter and more efficiently.”

Tosin Thomas, Head of Marketing at Financial Cents.

This year's WorkflowCon is set to be bigger and better, featuring an impressive speaker lineup of industry powerhouses, including Brandon Hall CPA, Logan Graf CPA, Kelly Rohrs CPA, Dawn Brolin CPA, Erica Goode CPA, Keila Hill-Trawick CPA, Kellie Parks CPB, Zane Stevens CA, Chad Davis CPA, Nick Boscia CPA, Ryan Lazanis CPA, and Nancy McClelland CPA. These experts will share their insights, strategies, and experiences to help accounting professionals unlock their firm's potential for operational freedom and profitable growth. The event is entirely

virtual, making it accessible to attendees worldwide.

Introducing the Accounting Workflow Industry Awards Categories:

To recognize the professionals who are driving innovation, efficiency, and education within the accounting community, Financial Cents has created five distinct award categories:

Workflow Whisperer:

Awarded to the unsung hero whose process optimizations make firms hum like a well-oiled machine. This individual possesses a unique talent for transforming workflows from overwhelming to effortless, bringing harmony and efficiency to every corner of the firm.

Automation Ninja:

For the stealthy master of automation who skillfully slashes through repetitive tasks, creating faster, more efficient processes, and freeing up time for higher-value work. This ninja's expertise has revolutionized the way accounting tasks are handled.

Cloud Conqueror:

Recognizing the pioneer who has boldly led the way into the digital realm, embracing cloud technology to empower firms to thrive in a modern, collaborative world. Their impact has made remote working and data access smoother than ever before.

Efficiency Engineer Award:

For the individual who has made time management and resource optimization an art form, helping firms eliminate bottlenecks, streamline operations, and maximize output. Their dedication to efficiency has led to transformative results.

Educator Extraordinaire Award:

Honoring the passionate mentor who has devoted themselves to educating and uplifting the accounting community. Through workshops, webinars, or one-on-one coaching, this individual has helped others master new tools and workflows, driving continuous learning and improvement.

How to Nominate:

Nominations are now open and will close on October 4, 2024. Colleagues, clients, and peers are invited to nominate individuals who have made a meaningful impact in these areas. Winners will be selected based on the highest number of nominations received in each category.

Celebrating the Winners:

The winners will be announced and honored on Day 2 of WorkflowCon, October 23, 2024, during



a special awards ceremony. This recognition will shine a spotlight on those who have gone above and beyond to improve the workflows, efficiency, technology adoption, and education in the accounting industry.

“We are excited to recognize the incredible contributions of accounting professionals who have been instrumental in driving change and innovation in the accounting industry,” said Tosin Thomas, Head of Marketing at Financial Cents.

For more information about the Accounting Workflow Industry Awards and to submit your nominations, visit [the nomination page](#).

To join at this year's WorkflowCon, [save your free spot here](#).

About Financial Cents

Financial Cents is a leading provider of workflow management solutions, helping accounting firms streamline their processes, improve collaboration, and scale their operations. Through its virtual events like WorkflowCon, Financial Cents continues to foster a community of forward-thinking professionals committed to driving the industry forward.

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