

# CBV NEWS

## BREAKING NEWS



### FIRST CBV DIGITAL ADVERTISING CAMPAIGN STARTS TODAY

Market awareness of the CBV is growing, buoyed by multiple tactics in our comprehensive strategic plan. We take another step today. To cost-effectively promote awareness of the CBV profession to the mass market, a media campaign begins on the fastest growing media channel for business – digital!

This exciting initiative, a first for the Institute, proceeds as we see the business world pivot to post-pandemic times and the general advertising climate rebound. Digital media has been one of the most resilient advertising channels during the COVID crisis, with more people at home and online more often.

#### HOW DIGITAL ADS WORK

- Ads display inside a web page when people are online.
- Ad message is designed to provoke viewers 'to click' for more information. Clicking instantly re-directs them elsewhere to learn more.
- Ads are delivered to IP addresses meeting a target audience profile.
- Those who click will receive another ad, with easy opt-out anytime.

#### FIRST PHASE OF CAMPAIGN

- 13-week flight Sept-Dec, garnering over 3.6 million ad impressions and a projected lift of 8,000 more visitors to [cbvinstitute.com](http://cbvinstitute.com).
- Begins in Halifax, Greater Toronto Area, Calgary, and Vancouver. French advertising is served to any browsers with French language preference.
- Main target is C-Suite executives - an audience of 387,500 in phase one.
- Other ads go to the public who are searching BV matters on Google.
- A selection of ads also go to current visitors of [cbvinstitute.com](http://cbvinstitute.com).
- Appearing on Google Display Network, Google Search, Facebook and rolling out to video ads on YouTube.

FOR A FLAVOUR OF THE CAMPAIGN, WATCH A FEW ADS [HERE!](#)



For further information, please contact [digital@cbvinstitute.com](mailto:digital@cbvinstitute.com)

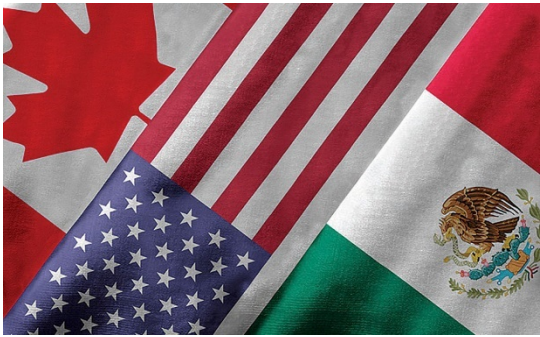


MEMBERSHIP APPLICATION DEADLINE

The next membership application deadline is **October 15th**. Individuals who have fulfilled all other criteria of membership but are waiting for their 2020 MQE results may apply for membership (by submitting a membership application form) until October 15th. More information will be sent to 2020 MQE Candidates this week.

UPCOMING WEBINAR: USMCA TRADE DEAL – THE PATH FORWARD

International trade uncertainty is daily news today. What a client may not know about the import or export aspects of their business – even if they do not pay duties at the border – may carry significant financial, operational, and reputational risks and unforeseen impacts. As valuation professionals, KPMG Trade & Customs partners from the US, Mexico and Canada will discuss how you identify the telltale signs of companies who have an appropriate level of governance over their international trade operations to mitigate unforeseen trade challenges versus companies who may have higher risk profile that is going unrecognized.



[Register here!](#)

PAST WEBINARS FREE & AVAILABLE – EXTENDED THROUGH DECEMBER

The Covid-19 pandemic will inevitably make it more difficult to complete CPD as events are cancelled or postponed. Therefore, CBVs and Students have free access to all CBV Institute past webinars from 2019 to 2016, **now available until December 31<sup>st</sup>, 2020**. Once you have logged in and chosen a webinar, click register to proceed with your free access.

[Access FREE past webinars here.](#)

ANNUAL CPD REQUIREMENT REMINDER

This is a reminder that there is an **annual CPD requirement** in addition to the existing triennial CPD requirements. The Mandatory CPD Policy can be [found here](#).

All Members are required to complete a minimum of:

- **10 hours in any given calendar year**; and
- a total of 60 hours measured over a consecutive three-year period.

At least one half of the minimum CPD hours (both annually and over the three-year period) must consist of **verifiable activities**. As such, a minimum of 5 hours annually and 30 hours over a consecutive three-year period must be verifiable and is subject to audit by the Institute.

These CPD requirements also apply to Registered Students who have passed the MQE but have not yet obtained the CBV designation.

If you are looking for ways to fulfill your CPD requirements, check out our [available webinars](#). A reminder that past webinars from 2019 on are **FREE** until December 31<sup>st</sup>. CBV Institute will also soon be releasing a new course on IVS. More information in the Topics in IVS section below.

FREE IVSC WEBINARS THIS OCTOBER!

As a member and sponsor of the International Valuation Standards Council (IVSC), you are invited to attend 3 virtual live webinars hosted by the IVSC this October – for free. The webinars bring together leading experts

from around the world to share their perspectives on the trends shaping the valuation profession and the markets and economies valuers work in. Register for the sessions below!

**Unlocking the Value of ESG**

Monday, October 5, 2020 - 7 – 8 AM EST  
Join a panel of leading international experts as they discuss the importance of ESG considerations in the valuation and investment process, and reflect on potential frameworks for capturing, reporting, and analysing ESG factors.

**The Big Picture: Economic and Market Outlook**

Tuesday, October 6, 2020 - 9 – 10:30 AM EST  
Leading experts from the world of finance, business and politics share their thoughts on the outlook for 2021 and beyond in this keynote panel session.

**Emerging Trends in Retail Valuation**

Wednesday, October 7, 2020 - 9 – 10:30 AM EST  
An expert panel reflect on some of the trends shaping the world of retail property and the impact of these trends on valuation approach.

**Added Value: Accounting for Internally Generated Intangibles**

Thursday, October 8, 2020 - 9 – 10:30 AM EST  
International experts discuss one of the hottest topics in the profession in this session looking at internally generated intangibles.

**TOPICS IN IVS**

**Coming Soon: CBV Institute IVS Online Course**

CBV Institute is launching a brand-new online course on IVS, covering the latest version of IVS currently in effect as of Jan 31, 2020. Designed and created by CBVs for CBVs, the course provides a look at the key requirements for IVS compliance, and a concise comparison of IVS with CBV Institute Practice Standards. The course covers information that is important for CBVs and Students to know and understand as the Institute continues to consider the adoption of IVS.

This e-learning course will offer 3 hours of verifiable CPD, subject to passing a test at the end. Successful course completion qualifies a CBV to obtain the notation “IVS trained” on our website (“Find a CBV”), and on the IVS Providers database at IVSC.org.

Stay tuned for the launch of the course this fall!

**CBV INSTITUTE EVENTS**

Our staff and volunteers are excited to deliver a lineup of leading-edge and thought-provoking events.

Be sure to check out our [webinars page](#) regularly for updates as there are always CPD opportunities being added!

- **Webinar: Tax Issues – Update from CRA**  
*September 30, 2020*  
Featuring: Nicholas Correia, CBV; Trevor Williams, CBV; and David Feher, CBV
- **Webinar: CBV Women in Valuation – Leadership and Happiness**  
*October 7, 2020*  
Featuring: Erica Willick, CPA, CA, internationally published author, health coach, and expert in the field of wellbeing for working women
- **Webinar: USMCA Trade Deal – The Path Forward**  
*October 13, 2020*  
Featuring: Russell W. Crawford - Partner, National Leader, US Corporate Tax – KPMG Canada  
Joy Nott - Partner, Trade & Customs - KPMG Canada  
Luis Abad - Principal, Washington National Tax, Trade and Customs Services - KPMG US  
Cesar Buenrostro – Leading Partner of International Trade and Customs – KPMG Mexico
- **Webinar: Contractual Language: Drafting Tips from the CBV Trenches**  
*October 15, 2020*  
Featuring: Barbara Morton, Partner - E&Y, and Terence Crohn - Vice-President, E&Y
- **Webinar: The Rise of Family Offices - Investment Processes and Valuation Governance**  
*October 20, 2020*  
Featuring: Federico Jost, Partner - Blue Opal Capital

- [Webinar: CPD Event for Atlantic Canada to Business Valuers](#)  
*October 26, 2020*  
Featuring: 13 exciting presenters over 5 sessions
- [Webinar: Leases – IFRS 16 & ASC 842](#)  
*October 27, 2020*  
Featuring: Susan Glass, Retired Partner – KPMG
- [Webinar: Introduction to the Valuation of Complex Financial Instruments](#)  
*December 1, 2020*  
Featuring: Oksana Westerbeke, Principal, Forensic Advisory Services – Grant Thornton LLP

## CBV INSTITUTE PODCASTS & PAST WEBINARS

CBV Institute has many [podcasts](#) and [past webinars](#) available.

## CBV INSTITUTE BRINGING MORE CPD OPPORTUNITIES TO YOU!

[Free iiBV Webinar – Valuing Financial Instruments](#)

[iiBV Online Courses Available](#)

[Duff & Phelps Cost of Capital Navigator](#)

## EMPLOYMENT OPPORTUNITIES

09/08/20	PSB Boisjoli	MONTREAL	<a href="#"><u>Conseiller(ère) Principal(e) Groupe Services-Conseils</u></a>
08/31/20	ap Valuations Limited	TORONTO	<a href="#"><u>Senior Associate</u></a>
07/28/20	Investissement Québec	MONTRÉAL	<a href="#"><u>Conseiller-expert, évaluation d’entreprises (2 postes – Montréal)</u></a>
07/20/20	Blair Mackay Mynett Valuations Inc.	VANCOUVER	<a href="#"><u>Associate – Business Valuations and Litigation Support</u></a>
07/15/20	Grewal Guyatt LLP	RICHMOND HILL	<a href="#"><u>Senior Manager – Business Valuations and Litigation Support</u></a>



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1. Go to [cbvinstitute.com/dashboard/profile/](https://cbvinstitute.com/dashboard/profile/)  
2. Log in, scroll to bottom.  
3. Select 'none' for CBV News preference  
If you have any questions, please contact us: [info@cbvinstitute.com](mailto:info@cbvinstitute.com)