



Dear Colleagues,

The [2014 IFAC Global SMP Survey](http://www.surveygizmo.com/s3/1800424/IFAC-GLOBAL-SMP-SURVEY-2014) is now open! We urge you to encourage your SMP members to participate by sharing this link in your newsletters and websites: <http://www.surveygizmo.com/s3/1800424/IFAC-GLOBAL-SMP-SURVEY-2014>. See below suggested text for your digital platforms.

This edition of the poll is being conducted in **21** languages thanks to the generous translation support provided by SMP Committee members and IFAC member organizations. The poll should take less than 10 minutes to complete and will close on **December 15, 2014**. This year our survey questions have benefited from the assistance of several academics and lead researchers at the University of Dayton in the US.

#### Value to IFAC Members

The Global SMP Survey is conducted annually to take a snapshot of the key issues, trends, and current state of SMPs and their small- and medium-sized entity (SME) clients. The survey helps IFAC better understand the needs and challenges faced by SMPs and SMEs, and is also intended to give IFAC member bodies insights into the SMPs/SMEs in their countries. Organizations that help promote the survey are recognized in the appendix of the final report. Members are encouraged to request their national data to use as the basis for national reporting and insights.

#### How You Can Help

The success of this survey depends largely on the support of our members. See the following suggested promotional text to use in newsletters/alerts to your members. We invite you to translate or modify as needed. Email [communications@ifac.org](mailto:communications@ifac.org) with any questions.

#### A) Article

**Calling all SMPs!** *Are you a practitioner in a small- or medium-sized practice (SMP)? Make sure your voice is heard. Take the 2014 IFAC Global SMP Survey: <http://www.surveygizmo.com/s3/1800424/IFAC-GLOBAL-SMP-SURVEY-2014>. The survey should take less than 10 minutes to complete and is available in 21 languages. By participating, you'll give IFAC and your professional body invaluable insights that will help us better understand and address your needs and challenges. The survey will close on December 15, 2014. Look for the results in early 2015 on our website: [www.ifac.org/SMP](http://www.ifac.org/SMP). Follow the IFAC SMP Committee to stay in touch: Twitter [@IFAC SMP](https://twitter.com/IFAC_SMP).*

B) Social Media

*Calling all #SMPs! Let your voice be heard by taking the 2014 @IFAC\_SMP Global Survey. Open now in 21 languages <http://ow.ly/DhO4Q> #IFAC*

Don't forget to let us know if you promote the survey so that we may acknowledge your organization in our year-end report as we've done in the past; see previous reports at [IFAC SMP Quick Polls](#). The results of this survey will be published on our website in early 2015. [Subscribe](#) to the [SMP eNews](#) and follow us on Twitter ([@IFAC\\_SMP](#)) to stay informed. Thank you in advance for helping us make this year's survey a great success.



Sincerely,

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