



## ***Tax traps of marketing and advertising campaigns***

This half-day program will help you easily understand the intricacies of how marketing and advertising campaigns, providing discounts and bonuses may have a substantial impact on your tax costs. You will be introduced to tax optimising options from the perspective of corporate income tax or value added tax, and will find out when your contract settings may raise your costs or withholding tax unnecessarily.

### **Course content:**

#### **I. Marketing prize contests**

- Consumer lotteries
- Other (advert, customer) competitions

#### **II. Selected marketing cost analysis**

- Representation costs, gifts, promo materials
- Advertising in media
- Promotion in supplier-customer relations
- Product presentations, dealer training
- Relations with advertising agencies

#### **III. Discounts and bonuses**

- Accruals and deferrals from the accounting and tax point of view
- Types of discounts
- Value added tax

## ***Who should attend?***

Those who are involved in creating the marketing strategies of companies, their budgets, contract proposals and those who work in financial or purchasing departments.

## ***Who will teach you?***

Your instructors will be our tax specialists who have extensive experience in training and advisory in the field of marketing costs and its tax and accounting context.

## ***Course details***

Date:	15 April 2013
Time:	9 a.m. – 12:30 p.m.
Venue:	City Green Court, Hvězdova 1734/2c, Prague 4
Language:	Czech
Price:	CZK 5 900 + VAT

## ***Earn your CPD points with us!***

For attending this seminar, you are eligible to get **4 CPD points** towards your Continuous Professional Development (CPD) route.



## ***How to reserve a place?***

For more information and to register to attend, please fill in the registration form at [www.pwc.cz/academy](http://www.pwc.cz/academy), or write an e-mail to [the.academy@cz.pwc.com](mailto:the.academy@cz.pwc.com). **Should you have any questions**, please do not hesitate to contact **Martina Kopsová, +420 251 151 816**.



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***The Academy***