



2021

11^o

International Congress on
Accounting

Costs and Quality of Spending
in the Public Sector

04th to 08th

October

Institutional and Commercial Plan



100%

Online



Grade

PEPC/CFC

Registrations:

www.congressocq.net



Presentation

As a result of the partnership and cooperation between important Brazilian institutions that work with a focus on cost control and improving the quality of spending in the public sector, the CQ International Congress aims to spread the culture of cost management in the public sector, efficiency and effectiveness, in addition to general governance and public administration themes, such as: accounting applied to the public sector, convergence to international standards and implementation of cost systems in the public sector. Topics on the quality of public spending in Brazilian state-owned companies and programs to modernize administrative, accounting and financial management for city halls will be addressed. Every year, the CQ Congress brings together a variety of professionals from different sectors, students, researchers, teachers, public servants, managers, entrepreneurs and many other professionals with extensive experience in the sectors of planning, budgeting, finance, accounting, controllership, governance, IT and a lot more.

Throughout its editions, the event has increasingly relied on the participation of municipalities, represented by members of municipal finance departments, given the importance of strengthening and continuing the debate on accounting applied to the public sector within the municipalities. In this sense, the environment of the International CQ Congress provides participants with the opportunity to exchange experiences and knowledge, in addition to developing a collaborative spirit with a primary focus on the dissemination of technical and scientific knowledge aimed at improving the efficiency and effectiveness of Public Management in all your levels.

TARGET AUDIENCE

Government Agencies: Public administration managers and directors, auditors, accountants, public servants, analysts, directors;

Academy: Professors, researchers and students, representatives of universities;

Public and private institutions and companies: Third sector entities, representatives of private companies focused on innovation and solutions for governments;

Civil society: Citizen interested in the theme and social participation.

INFRASTRUCTURE

Activities: Panels and short courses, pre-event webinars open to the public.

Web environment: Access platform for online transmission of the event, participant area for access to materials and certificate to participants.





Summary

SPECIAL EDITION 2021	03
PREVIOUS EDITIONS	04
CQ NETWORK	05
PARTICIPANTS	06
SPEAKERS AND GUESTS	07
CHICO E-CIDADANIA AWARD	08
YOUNG RESEARCHER PROGRAM	09
COLLABORATE	10
HOW TO COLLABORATE	11
SPONSORSHIP QUOTAS AND COUNTERPARTIES	12
ACTIVITIES AND PRODUCTIONS	13
MARKETING PIECES	14
CONTACT	15





International congress on accounting

Costs and Quality of spending in the Public Sector

04th to 08th
October

Edition 2021

The CQ International Congress reaches its 11st edition with a trajectory of great achievements and socially relevant content. The event will be held from October 4th to 8th, 2021, and this edition will be 100% online. The central theme will be "Governance, Accountability and Quality of Public Spending: Reflections and learning in the context of Covid-19", a current and highly relevant subject. Other subjects of equal importance such as Accounting Applied to the Public Sector (NBCASP), convergence to international standards, implementation of Cost Systems for governments, internal controls, new bidding law, among others, will also be addressed.

The event will be attended by national and international authorities and speakers. Join it and help us on expanding discussions about improving the quality of public spending.



100% **Online** Grade **PEPC/CFC**

Previous Editions

11 years
13 States
25 events
Over 20.000
participants



CONGRESSO INTERNACIONAL
 DE CONTABILIDADE, CUSTOS
 E QUALIDADE DO GASTO
 NO SETOR PÚBLICO

10° (2020)	Evento Online
9° (2019)	Natal/RN
8° (2018)	Belo Horizonte/MG
7° (2017)	Natal/RN
6° (2016)	Natal/RN
5° (2015)	Brasília/DF
4° (2014)	Brasília/DF
3° (2013)	Brasília/DF
2° (2012)	Brasília/DF
1° (2010)	Brasília/DF



SEMREG-CQ
 Seminário Regional de Contabilidade, Custos
 e Qualidade do Gasto no Setor Público

3° (2016)	Natal/RN
	Cuiabá/MT
	Manaus/AM
2° (2015)	Aracaju/SE
	Florianópolis/SC
	São Paulo/SP
	Rio de Janeiro/RJ
	Campo Grande/MS
1° (2014)	Porto Alegre/RS
	Fortaleza/CE
	Belém/PA

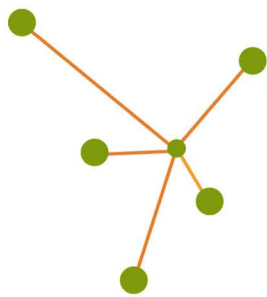


SEMINÁRIO POTIGUAR DE
 CONTABILIDADE, CUSTOS E
 QUALIDADE DO GASTO NO
 SETOR PÚBLICO

3° (2016)	Natal/RN
2° (2013)	Natal/RN
1° (2011)	Natal/RN



Rede CQ



Rede CQ

Rede de Contabilidade, Custos e Qualidade do Gasto no Setor Público

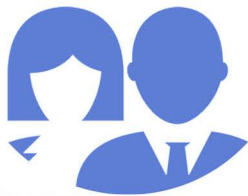
The International CQ Congress has the support of the **Network of Accounting, Costs and Quality of Spending in the Public Sector (CQ Net)**, an initiative among several Brazilian institutions interested in expanding and maintaining cooperation and discussion in a multi-disciplinary, interdisciplinary and manner approach, open and independent.

Meet some of the institutions that support the CQ Network:



Participants

The congress gathers hundreds of people interested in updating themselves in the most recent and relevant areas in accounting, management, cost information, control, risks and evaluation of the efficiency, effectiveness, effectiveness and quality of spending in the public sector.



CITIZENS

Members of third sector entities and citizens interested on the relevance of the topic to society.



MANAGERS

Mayors, secretaries, heads and managers of public and private entities.



PROFESSIONALS

Accountants, economists, budget and finance analysts, administrators and other professionals from different areas especially the governmental



STUDENTS

Undergraduate, graduate and continuing education students in the various areas linked to the state and government public sector of accounting and finance.

Speakers and Guests

The event will feature a panel of speakers, panelists and authorities of national and international renown, composed of highly experienced and respected professionals and academics in their areas of expertise.

Exhibitors from different contexts and backgrounds will be gathered providing rich and varied presentations to the participants.



Operating Sectors

Third Sector

Public Sector

Private Sector

Operating Spheres

National

International



Chico e-cidadania Award

The Award

The **Chico E-cidadania Award for the Quality of Public Spending** was instituted in 2010 with the aim of encouraging discussion on the theme, rewarding scientific articles and reports of experiences. Since its ninth edition, it has expanded the scope of coverage through the addition of new thematic axes, such as Governance, Open Government and Information Systems with a technological approach (IT) and Innovation applied to the Public Sector, for example.

The award is divided into three categories:

- 1) Undergraduate students
- 2) Professionals
- 3) Experience Reports



PRÊMIO
CHICO e-CIDADANIA
QUALIDADE DO GASTO PÚBLICO
Controle Social, Governo Aberto, Inovação, Governança,
Contabilidade e Eficiência

The award aims to stimulate and strengthen research on the proposed themes, disseminating them to the Brazilian academic community and to society in general, recognizing works of technical quality and applicability in Public Administration and Society. The Chico e-Cidadania Award is associated with the CQ Congress and corresponds to the scientific dimension of the event.

Special Edition 2020/2021

As a result of the pandemic, the 11th edition of the award will be held virtually. Submissions will take place in 2020 and the award in 2021.

Information on the website:

www.socialiris.org/premiochico

"Citizens fully exercise their citizenship when they are able to discuss, understand and interact with the way public resources are managed, the results of these applications and the impacts of these public policies on society"

Prof. Dr. José Francisco Ribeiro Filho

Young Researcher Program

The Program

The Young Researcher program, as well as the Chico e-citizenship award, is part of the academic aspect of the CQ Congress and aims to promote a set of actions to encourage young researchers to initiate science through the generation of research content and stimulate the debate on public accounting and other innovative themes that can, through their results, present solutions and improvements for Brazilian public management and society in general.

The initiative is organized by Instituto Social Iris – IRIS, with support from the Brazilian Association of Public Accountants – ABCP, and other partners of the Network of Accounting, Costs and Quality of Spending in the Public Sector (CQ Net).



Areas of Expertise:



Governance

On governance models, internal, external and social control systems; risk management models applied, governance applied to the public sector, direct and indirect administration, among others.



Accounting and Finance

On financial condition, performance measurement in the public sector, efficiency, effectiveness and economy and its relationship with accounting systems / costs / quality of expenditure. NBCASP, Chart of Accounts and Financial Statements;



Public Management

About Electronic / Digital Government, Open Government, Information Systems with a technological approach (IT) and Innovation applied to the Public Sector.

Information:

www.socialiris.org/jovempesquisador



Collaborate

Why collaborate?

Objectively, there are 3 great reasons for companies and other entities to collaborate with the International CQ Congress:

1 Prospecting for new customers

You will have several opportunities to interact with potential customers, through the exposure of your brand on social networks, in addition to the leads generated by the advertising received during the disclosure of the congress or contacts obtained in the event mailing.

- ✓ Participation of the differentiated public present.
- ✓ Important thematic content
- ✓ The spontaneous editorial media achieved in previous events.
- ✓ Strengthening of the Institutional Image.
- ✓ Involvement with technological innovation.
- ✓ Presence and connection with social networks.
- ✓ Subjects of high relevance to society.
- ✓ Important registration data.

2 Brand recognition

Being an event of great proportion and tradition, the congress uses marketing strategies in digital and printed media, in order to obtain maximum impact and reach. That said, and as shown in the counterpart lists, it is clear that you will equally benefit from such disclosure, having your brand extensively promoted for several months.

3 Aid to the socially relevant cause

By supporting the congress, you are also helping the same social causes and public interest that we defend and, consequently, sharing our reputation with society as a reference in the area of improving public management and accounting. In other words, you will be adding great value to your image while helping us to improve the transparency and quality of public spending.

How to collaborate?

Forms of collaboration

Entities that believe in the CQ Congress and want to actively help you can do so as:



	Support actions:	Counterparts
1 Sponsors	Acquire one of our sponsorship quotas (listed below).	Depending on the chosen quota
2 Supporters	Cover costs for specific items needed for the event.	Proportional to the items provided and, therefore, variable.
3 Disseminators	Use their social networks (Facebook, websites, Instagram...) to promote the congress.	Disclosers support the event without waiting for market counterparts in return.

SPONSORSHIP QUOTAS

BRONZE R\$ 5.000,00	SILVER R\$ 10.000,00	GOLD R\$ 15.000,00	DIAMOND R\$ 40.000,00
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REWARDS

SPONSORED LECTURE

You will be able to nominate a speaker for the event, as long as the content of the presentation is aligned with the objectives of the congress.

-	1 LECTURE (15 MINUTES)	1 LECTURE (20 MINUTES)	2 LECTURES (15 MIN. EACH ONE)
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CONTENT TIME IN THE EVENT INTERVALS¹

During the breaks in the program (between presentations or lunch), you will be able to show institutional videos / slides of your company.

5 MINUTES	10 MINUTES	15 MINUTES	20 MINUTES
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LOGO ON THE EVENT SITE

Your logo (with the respective link to the company's website) will be visible on all pages of the event's official website.

MEDIUM SIZE	MEDIUM SIZE	BIG SIZE	BIG SIZE
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HIGHLIGHT IN THE INFORMATION BULLETIN VIA EMAIL

We have thousands of people registered in our contact database.

1 SENDING	3 SENDINGS	5 SENDINGS	7 SENDINGS
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DEDICATED POSTS ON SOCIAL NETWORKS

We can make posts dedicated to your company on our social networks (Instagram, Facebook and LinkedIn), which will be viewed by our followers.

-	1 SENDING	2 SENDINGS	3 SENDINGS
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QUOTE ON SPONSOR IN RELEASES TO THE MEDIA

As part of our extensive outreach campaign, we will be in contact with several media outlets (newspapers, specialized magazines, etc.) of great influence.

-	YES	YES	YES
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COURTESIES TO THE EVENT PARTICIPATION

3 CORTESIES	6 CORTESIES	9 CORTESIES	12 CORTESIES
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MAY GIVE FREE GIFTS IN THE INTERVALS

-	YES	YES	YES
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¹ The minutes refer to the total time available to the company during the week of the event, which can be used at once or not.

Activities and Productions

1 Technological Fair

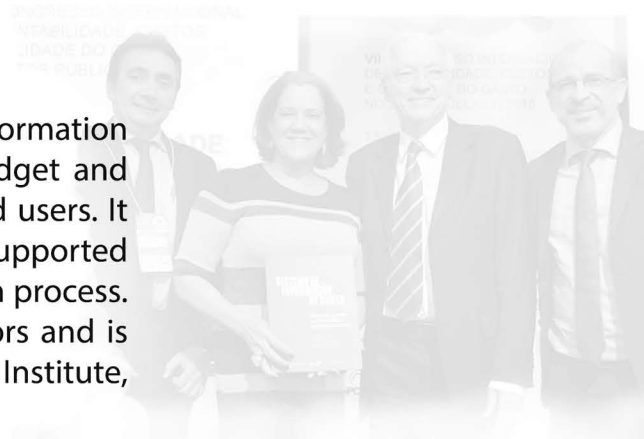
The Government Solutions Fair is held each year at the same time as the International CQ Congress, providing to the event attendees an environment to interact with exhibitors presenting the latest solutions aimed at increasing efficiency and effectiveness in public management.

The Fair, together with CQ Inovação e Tecnologia, opens space for institutions with an entreprising eye for topics such as Artificial Intelligence, Open Government, Networking, Information Access Law, Smart Cities, among others, contributing to a new culture of development with sustainability, combining innovation and technology. In its eleventh edition, the fair will be held entirely virtual.



2 Cost Information System (CIS) Book

The main objective of this book is to present the Cost Information System (CIS) in an integrated way with the government budget and accounting, its concepts, its main characteristics, purpose and users. It also presents the technological aspects, the guidelines that supported the conception, design, development and the implementation process. The copyright of the book was kindly provided by the authors and is directed entirely towards the actions of REDE CQ and Social Iris Institute, especially the holding of the editions of the CQ Congress.

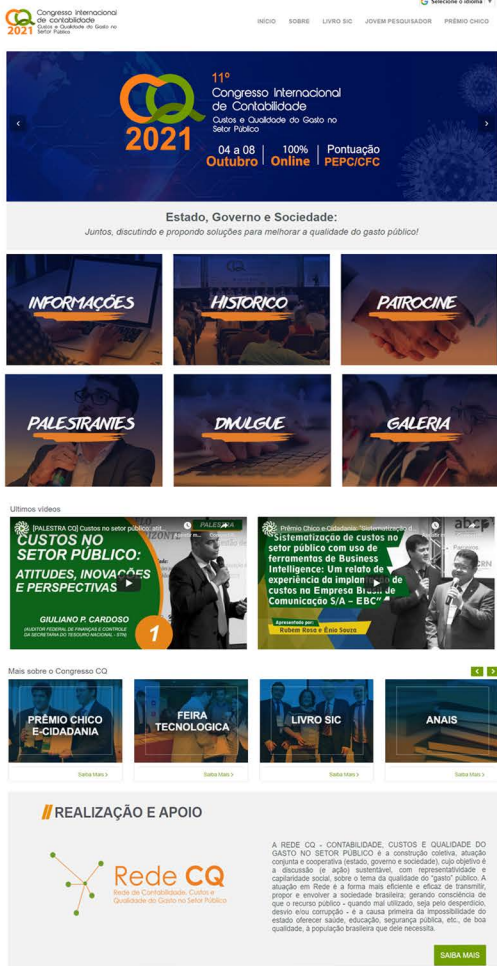


3 Professional improvement short courses

In its editions, the CQ Congress offers participants several short courses on current and relevant issues, taught by highly qualified and experienced professionals in their areas of expertise.



Marketing Pieces



Site



Poster

Obs:

■ Blue spaces dedicated to brands



Commercial Plan

Contact

Organizing Team

Questions or suggestions?
Contact the QC Congress organizing team!



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Directors and Partners



Previous Editions

