E-Cubed Media Synthesis Launches Upgraded CPA BC Professional Development Portal with Enhanced User Experience and Real-Time Features

April 17, 2025

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Vancouver, BC ? April 15, 2025 ? E-Cubed Media Synthesis, a leading Canadian digital solutions provider, proudly announces the launch of a significantly upgraded Professional Development (PD) Portal for the Chartered Professional Accountants of British Columbia (CPABC) at pd.bccpa.ca. Built on the robust Kentico CMS platform, this revamped portal delivers a seamless, user-centric experience, empowering over 40,000 CPA members and 6,000 CPA candidates and students with access to cutting-edge learning resources tailored to their professional growth.

The enhanced PD Portal prioritizes simplicity, accessibility, and engagement, incorporating advanced features to streamline the professional development journey. The intuitive interface includes powerful filters, enabling users to effortlessly browse an extensive catalog of seminars, webinars, and on-demand courses. CPAs can search by topic, location, or competency, saving time and boosting productivity. Real-time course availability and registration capabilities allow users to view open slots, register directly through the portal, and access details on eligible Continuing Professional Development (CPD) hours. This functionality simplifies planning and ensures members meet their annual CPD requirements efficiently.

Optimized for flawless performance across all devices, the portal embraces inclusive design principles, ensuring accessibility for users of varying abilities. Whether accessing the platform on a desktop, tablet, or smartphone, CPAs can engage with content seamlessly. The portal also incorporates user feedback mechanisms, allowing CPABC to continuously refine the platform based on member needs. These enhancements create a dynamic, user-friendly platform that supports professionals in advancing their expertise in critical areas such as artificial intelligence, sustainability, financial reporting, and ethical decision-making.

The PD Portal leverages the Kentico CMS platform?s advanced content management, scalability, and integration capabilities. Kentico enables dynamic content delivery, including real-time seminar updates, on-demand video content, and interactive learning modules, all while maintaining a secure and reliable user experience. Its flexibility supports seamless integration with CPABC?s existing systems, ensuring a cohesive digital ecosystem. This robust infrastructure ensures the portal can scale to meet the evolving needs of CPABC?s growing membership, providing a future-proof solution for professional development.

?The upgraded CPABC PD Portal reflects E-Cubed?s commitment to delivering innovative, user-focused digital solutions,? said Marco Chan, Director of User Experience at E-Cubed. ?By harnessing the power of Kentico, we?ve created a platform that simplifies professional development and empowers CPAs to stay ahead in a rapidly changing industry.? The portal offers access to diverse PD opportunities, including in-person workshops, webinars, and specialized programs like AI Ethical Frameworks for Accountants and the CPABC Infinite Conference. These offerings ensure CPAs remain equipped with the knowledge and skills to navigate emerging trends and challenges.

E-Cubed Media Synthesis is a Canadian digital agency renowned for its expertise in web development, content management solutions, and user experience design. With a focus on creating scalable, user-centric platforms, E-Cubed empowers organizations to achieve their digital transformation goals. Learn more at e-cubed.com.

The Chartered Professional Accountants of British Columbia (CPABC) is the training, governing, and regulatory body for over 40,000 CPA members and 6,000 CPA candidates and students. CPABC advances the accounting profession through professional development, ethical standards, and public protection. Learn more at www.bccpa.ca.

Kentico is an award-winning CMS platform that enables organizations to deliver engaging, scalable, and secure digital experiences. With advanced content management and marketing tools, Kentico powers

businesses worldwide. Learn more at www.e-cubed.com/kentico/. This launch marks a significant milestone in digital innovation, setting a new standard for professional development platforms.

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For more information about E-Cubed Media, contact the company here:E-Cubed MediaSteve Widen4036719488steve@e-cubed.comCalgary, Alberta Canada

E-Cubed Media

E-Cubed is an award-winning digital agency. They leverage their expertise in interaction design, enterprise content management (ECM), and technology integrations (APIs) to engage your customers and achieve your strategic goals.

Website: https://www.e-cubed.com/

Email: steve@e-cubed.com

Phone: 4036719488