

Meeting: IESBA

Meeting Location: New York

Meeting Date: March 18 – 20, 2024

Agenda Item

5

Tax Planning and Related Services Final Pronouncement Roll-Out Plan

Objective of Agenda Item

1. To gather feedback from IESBA members on the planned approach to promote the release of the Tax Planning and Related Services final pronouncement and related engagement with stakeholders.

Background

2. During the [December 2023](#) meeting, the IESBA unanimously approved the revisions to the *International Code of Ethics for Professional Accountants (including International Independence Standards)* (*the Code*) addressing tax planning and related services.
3. Subject to certification by the Public Interest Oversight Board (PIOB), the final pronouncement is expected to be issued by mid-April 2024.

Rollout Plan

4. During the meeting, IESBA staff will brief the Board on a rollout plan that outlines coordinated strategies for raising awareness of, and promoting, the final pronouncement. The plan includes objectives, key dates, audiences, opportunities, messaging, timelines, and possible tactics (e.g., webinars, video clips, direct engagement, and pre-existing engagements).
5. Brunswick Group has been engaged to assist the Board in enhancing the impact of its communication and outreach activities relating to the launch of the final pronouncement. The Board will be briefed on their support during the session.

Action Requested

6. IESBA members are invited to:
 - (a) Share views on the planned approach outlined during the presentation; and
 - (b) Provide feedback and suggestions on potential outreach opportunities.

Material Presented

For discussion

Agenda Item 5-A Tax Planning and Related Services Rollout Plan – Presentation