



# 12<sup>th</sup> ANNUAL INTERNATIONAL ACCOUNTING FORUM & AWARDS 2023

London, UK

29<sup>th</sup> June 2023

## Key Speakers:

Puja Shah, Senior Manager, Audit and Assurance, Deloitte  
Mark Edmondson, Chief Executive Officer, Inflo  
Mark Koziel, President and CEO, Allinial Global  
Shimona Pinto, UK Country Manager, Moxo  
Will Farnell, Founder and Director, Farnell Clarke  
Samantha Louis, CEO, Praxity Global Alliance Limited  
Elena Meskhi, Owner and CEO, Elena Meskhi & Co.  
Dr. Jeremy Osborn, Global Head of ESG, AICPA & CIMA  
Lindsay Lovell, Head of Marketing, Dayshape  
Jeff Gramlich, Managing Director & Head of Accounting, Validis  
Marlies Vervoordeldonk, Strategy & Support Manager, Joanknecht, PrimeGlobal  
Christine Nicholson, Award Winning Business Mentor, Author and Speaker  
Tony Szczepaniak, CEO, LEA Global  
Clive Webb, Head of Business Management, Policy and Insights, ACCA  
Courtney Kunzig, Industry Solutions Manager, Accounting, M-Files  
Rob Brown, Host, Accounting Influencers Podcast  
Mónica Bové Boyd, Partner/Digital Transformation, Bové Montero y Asociados  
Mark Hollingworth, Head of Partnerships, AccountsIQ  
Francesca Lagerberg, Chief Executive Officer, Baker Tilly International  
Jim Bourke, Global Technology Advisory Services Leader, HLB International

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# INTERNATIONAL ACCOUNTING FORUM AND AWARDS CONFERENCE PROGRAMME 2023 29<sup>TH</sup> JUNE, LONDON

08:00 – 08:50	<b>Registration</b>
08:50 – 08:55	<b>Welcome</b> <i>Zoya Malik, Editor-in-Chief, International Accounting Bulletin</i>
08:55 – 09:00	<b>Chair's opening remarks</b> <i>Rob Brown, Host, Accounting Influencers Podcast</i>
<b>SESSION ONE: Overcoming challenges and striving for growth</b> Chair: Rob Brown, Host, Accounting Influencers Podcast	
09:00 – 09:20	<b>Looking forward: how talent and technology impact the global forecast for the accountancy landscape</b> <ul style="list-style-type: none"> <li>• Driving market growth amid global disruptors</li> <li>• Managing record-high inflation and recessionary fears and their impact on the business bottom line</li> <li>• Accelerating investment in digital and talent in line with delivering consumer experience to boost quality and profitability</li> <li>• Preparing for industry predictions for 2023</li> </ul> <i>Puja Shah, Senior Manager, Audit and Assurance, Deloitte</i>
09:20 – 09:40	<b>Revolutionise your resourcing: The changing talent and tech landscape in accounting</b> <ul style="list-style-type: none"> <li>• The current challenges in recruiting and retaining accounting and audit staff</li> <li>• How traditional staffing and recruiting is changing for firms</li> <li>• Why outsourcing industry talent is trending up</li> <li>• How the emergence of technology is disrupting the job market and the entire industry</li> </ul> <i>Mark Edmondson, Chief Executive Officer, Inflo</i>
09:40 - 10:00	<b>How to ensure the firm business model is future ready</b> <ul style="list-style-type: none"> <li>• Pushing the industry to rethink the firm business model and assess the implications on the future landscape of accountancy</li> <li>• How changing client needs are forcing the need for a new way to do business</li> <li>• Creating an ideal environment for talent retention, rewards and incentives</li> <li>• Identifying the opportunities to develop and nurture talent</li> </ul>

	<ul style="list-style-type: none"> <li>Looking to private equity consolidation as a response to the profession's talent shortages</li> </ul> <p><b>Mark Koziel, President and CEO, Allinial Global</b></p>
10:00 – 10:20	<p><b>Coordinating client business in the digital world</b></p> <ul style="list-style-type: none"> <li>Control the chaos of managing client business to drive operational efficiency and deliver an exceptional experience - with your own secure, private channel</li> <li>Learn how to accelerate client business and streamline client interaction workflows with clients, partners, and vendors</li> <li>Extend your mobile or web app through digital interaction workspaces to reduce costs and increase client retention - with white-glove privacy, bank-grade security and compliance.</li> <li>Manage staff to KPIs, roles and permissions, and seamlessly transfer client accounts - with a complete audit trail</li> </ul> <p><b>Shimona Pinto, UK Country Manager, Moxo</b></p>
10:20 – 10:40	<p><b>Panel Discussion</b> Sharing strategies to overcome challenges and strive for growth</p> <p><b>Chair: Rob Brown, Host, Accounting Influencers Podcast</b>  <b>Puja Shah, Senior Manager, Audit and Assurance, Deloitte</b>  <b>Mark Edmondson, Chief Executive Officer, Inflo</b>  <b>Mark Koziel, President and CEO, Allinial Global</b>  <b>Shimona Pinto, UK Country Manager, Moxo</b></p>
10:40 – 11:10	<b>Morning refreshments and networking</b>
<p><b>SESSION TWO: Levelling up digital transformation</b>  Chair: Will Farnell, Founder and Director, Farnell Clarke</p>	
11:10 – 11:30	<p><b>Putting diversity and inclusion at the forefront of the accountancy practice policy framework</b></p> <ul style="list-style-type: none"> <li>What progress has been made in the industry as a whole and why is it still an ongoing challenge?</li> <li>Unlocking the potential of a diverse accountancy profession: practical ways to achieve this goal</li> <li>How can accountancy firms take the lead in promoting a fully diverse and inclusive hiring and representative workplace? Gender, backgrounds, skillsets including using neurodiverse metrics</li> <li>Forward-thinking case studies</li> </ul> <p><b>Samantha Louis, CEO, Praxity Global Alliance Limited</b></p>

11:30 – 11:50	<p><b>Building relationships with business owners in the drive to increase profit and reclaim freedom</b></p> <ul style="list-style-type: none"> <li>Elena’s proven six-step strategic method for growing the value of a business, retaining more net profits and improving net cashflow</li> <li>The absolute need for financial literacy in the modern practice</li> <li>Educating the client and ensuring informed decisions</li> <li>Being financially aware and turning your business around</li> </ul> <p><i>Elena Meskhi, Owner and CEO, Elena Meskhi &amp; Co.</i></p>
11:50 – 12:10	<p><b>Taking resource management to the next level with AI and automation</b></p> <p>Exploring the latest developments in AI-powered resource management software, discover:</p> <ul style="list-style-type: none"> <li>How AI is reshaping the competitive landscape for accounting firms</li> <li>Why firms are leveraging automation for strategic-decision making</li> <li>The ultimate blueprint for resource management transformation to inform your digitalisation strategy</li> </ul> <p><i>Lindsay Lovell, Head of Marketing, Dayshape</i></p>
12:10 – 12:30	<p><b>Are you prepared for the data-driven audit?</b></p> <p>94% of accountants believe automation can help them with business tasks but only 45% have plans to progress their digital transformation. With vast industry experience and testimony from accountants on the ground, Jeff will answer:</p> <ul style="list-style-type: none"> <li>What is the tech state of play in the accounting and audit space?</li> <li>How can technology positively equip practitioners and avoid another ‘great resignation’?</li> <li>How can accurate and timely accounting data improve audit quality, speed and efficiency?</li> <li>What does this mean for future services and capabilities of firms</li> </ul> <p><i>Jeff Gramlich, Managing Director &amp; Head of Accounting, Validis</i></p>
12:30 – 12:50	<p><b>Panel Discussion</b></p> <p>How to level up digital transformation?</p> <p><i>Chair: Will Farnell, Founder and Director, Farnell Clarke</i>  <i>Samantha Louis, CEO, Praxity Global Alliance Limited</i>  <i>Elena Meskhi, Owner and CEO, Elena Meskhi &amp; Co.</i>  <i>Lindsay Lovell, Head of Marketing, Dayshape</i>  <i>Jeff Gramlich, Managing Director &amp; Head of Accounting, Validis</i></p>
12:50 – 13:50	<b>Lunch and networking</b>
<p><b>SESSION THREE: Building resilient and conscious culture</b></p> <p>Chair: Christine Nicholson, Award-Winning Business Mentor, Author and Speaker</p>	
13:50 – 14:10	<p><b>How organisational culture impacts your clients</b></p> <ul style="list-style-type: none"> <li>Actual vs perceived culture</li> <li>Examples</li> <li>How you as an individual impact culture</li> </ul>

	<b><i>Tony Szczepaniak, CEO, LEA Global</i></b>
14:10 – 14:30	<b>Enhancing client experience with digital tools and processes</b> <ul style="list-style-type: none"> <li>• The importance of efficient communication and controls: a pragmatic analysis of the collaborative user journey</li> <li>• Pioneering the client portal technology that enhances client engagement</li> <li>• Connecting the back-end and front-end platforms to provide optimum client experience</li> </ul> <b><i>Courtney Kunzig, Industry Solutions Manager, Accounting, M-Files</i></b>
14:30– 14:50	<b>Accounting for society's values</b> <ul style="list-style-type: none"> <li>• Accountancy sector aligning with ESG's impact on society</li> <li>• Spotlight on the role of the accountant and how they diversify advisory services to fulfil the 'S' credentials</li> <li>• Highlighting the sustainability agenda to enable socially aware business practice</li> <li>• New debates on ESG fundamentals</li> </ul> <b><i>Clive Webb, Head of Business Management, Policy and Insights, ACCA</i></b>
14:50 – 15:10	<b>Navigating everchanging ESG principles for the modern practice</b> <ul style="list-style-type: none"> <li>• Seismic change in the ESG reporting landscape through creation of the IFRS International Sustainability Standards Board</li> <li>• Preparing for a new era of ESG reporting and standards in the industry</li> <li>• Recognising and preventing greenwashing to attract and retain investors</li> <li>• Improving transparency on meeting SDGs and business initiatives</li> </ul> <b><i>Dr. Jeremy Osborn, Global Head of ESG, AICPA &amp; CIMA</i></b>
15:10 – 15:30	<b>Panel Discussion</b> How to build resilient and conscious culture?  <b>Chair: Christine Nicholson, Award Winning Business Mentor, Author and Speaker</b> <b><i>Tony Szczepaniak, CEO, LEA Global</i></b> <b><i>Dr. Jeremy Osborn, Global Head of ESG, AICPA &amp; CIMA</i></b> <b><i>Clive Webb, Head of Business Management, Policy and Insights, ACCA</i></b> <b><i>Courtney Kunzig, Industry Solutions Manager, Accounting, M-Files</i></b>
15:30 – 16:00	<b>Mid-Afternoon Refreshments and Prize Draw Announcement</b>
<b>SESSION FOUR: Strategies to boost efficiency and grow business</b> Chair: Rob Brown, Host, Accounting Influencers Podcast	
16:00 – 16:20	<b>Innovating to prosper</b> <ul style="list-style-type: none"> <li>• Digital transformation- why it is important and where to begin</li> <li>• Breaking traditional structures and changing mindset</li> <li>• Accelerating progress by being part of a network</li> <li>• Measuring success</li> </ul> <b><i>Mónica Bové Boyd, Partner/Digital Transformation, Bové Montero y Asociados</i></b>

16:20 – 16:40	<p><b>Optimising financial outsourcing for growing companies</b></p> <ul style="list-style-type: none"> <li>• Working in partnership to gain efficiencies and open new markets</li> <li>• Scalable platform – ensure your software platform can support your clients’ growth</li> <li>• Becoming self-sufficient – reliance on a vendor will slow you down</li> <li>• Scalable licencing – ensuring your software partner’s licencing works as you grow</li> </ul> <p><b><i>Mark Hollingworth, Head of Partnerships, AccountsIQ</i></b></p>
16:40 – 17:00	<p><b>The importance for all of us in promoting Accountancy as a career as part of the ‘war for talent’</b></p> <ul style="list-style-type: none"> <li>• How does the profession continue to attract the brightest and the best</li> <li>• Is there a magic formula for successful employers to ensure success</li> <li>• Do we need to rethink the recruitment model</li> <li>• Can we learn from other sectors and professions</li> </ul> <p><b><i>Francesca Lagerberg, Chief Executive Officer, Baker Tilly International</i></b></p>
17:00 – 17:20	<p><b>Closing panel</b> Uncovering strategies to boost efficiency and grow business</p> <p><b>Chair: Rob Brown, Host, Accounting Influencers Podcast</b>  <b><i>Mark Hollingworth, Head of Partnerships, AccountsIQ</i></b>  <b><i>Jim Bourke, Global Technology Advisory Services Leader, HLB International</i></b>  <b><i>Francesca Lagerberg, Chief Executive Officer, Baker Tilly International</i></b>  <b><i>Marlies Vervoordeldonk, Strategy &amp; Support Manager, Joanknecht, PrimeGlobal</i></b></p>
17:20 – 17:25	<p><b>Closing remarks</b></p> <p><b><i>Joe Pickard, Group Editor, The Accountant and IAB</i></b></p>
17:50 – 18:50	<b>Drinks Reception</b>
18:50 – late	<b>Awards Ceremony and Dinner</b>