



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

London, UK

29<sup>th</sup> June 2023

## Key Speakers:

Samantha Louis, CEO, Praxity Global Alliance Limited  
Francesca Lagerberg, Chief Executive Officer, Bakertilly  
Mark Koziel, President and CEO, Allinial Global  
Elena Meskhi, Owner and CEO, Elena Meskhi & Co.  
Clive Webb, Head of Business Management, Policy and Insights, ACCA  
Mark Hollingworth, Head of Partnerships, AccountsIQ  
Richard Cassidy, Chief Commercial Officer, Dayshape  
Tony Szczepaniak, CEO, LEA Global  
Ville Somppi, Vice President of Industry Solutions, M-Files  
Shimona Pinto, Senior Corporate Solutions, Moxo  
Jeff Gramlich, Managing Director & Head of Accounting, Validis  
Deloitte  
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 – 09:00	<b>Chair’s opening remarks</b>
<b>SESSION ONE: Overcoming challenges and striving for growth</b>	
09:00 – 09:20	<p><b>Looking forward: global forecast for the accountancy landscape</b></p> <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 digital investment in line with delivering consumer experience to boost supply chain management</li> <li>• Preparing for industry predictions for 2023</li> </ul> <p><i>Session Reserved for Deloitte</i></p>
09:20 – 09:40	<p><b>Facing the realities of increased regulation: what this means for the future practising accountants</b></p> <ul style="list-style-type: none"> <li>• Overcoming challenges surrounding increased complexities on compliance reporting</li> <li>• Increased accountant liability: streamlined software solutions</li> <li>• Learning from mistakes: methodology and tools to evaluate reporting risk</li> </ul> <p style="background-color: #00ff00; display: inline-block; padding: 2px;"><b>Session available</b></p>
09:40 - 10:00	<p><b>How to ensure the firm business model is future ready</b></p> <ul style="list-style-type: none"> <li>• Pushing the industry to rethink the firm business model and asses 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> <li>• Looking to private equity consolidation as a response to the profession’s talent shortages</li> </ul>



	<b>Mark Koziel, President and CEO, Allinial Global</b>
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, Senior Corporate Solutions, Moxo</b></p>
10:20 – 10:40	<p><b>Panel Discussion</b> Sharing strategies to overcome challenges and strive for growth</p> <p><b>Senior representative, Deloitte</b> <b>Mark Koziel, President and CEO, Allinial Global</b> <b>Shimona Pinto, Senior Corporate Solutions, Moxo</b></p>
10:40 – 11:10	<b>Morning refreshments and networking</b>
<b>SESSION TWO: Levelling up digital transformation</b>	
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>

	<b><i>Elena Meskhi, Owner and CEO, Elena Meskhi &amp; Co.</i></b>
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><b><i>Richard Cassidy, Chief Commercial Officer, Dayshape</i></b></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><b><i>Jeff Gramlich, Managing Director &amp; Head of Accounting, Validis</i></b></p>
12:30 – 12:50	<p><b>Panel Discussion</b> How to level up digital transformation?</p> <p><b><i>Samantha Louis, CEO, Praxity Global Alliance Limited</i></b> <b><i>Elena Meskhi, Owner and CEO, Elena Meskhi &amp; Co.</i></b> <b><i>Richard Cassidy, Chief Commercial Officer, Dayshape</i></b> <b><i>Jeff Gramlich, Managing Director &amp; Head of Accounting, Validis</i></b></p>
12:50 – 13:50	<b>Lunch and networking</b>
<b>SESSION THREE: Building resilient and conscious culture</b>	
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> <p><b><i>Tony Szczepaniak, CEO, LEA Global</i></b></p>
14:10 – 14:30	<p><b>Navigating everchanging ESG principles for the modern practice</b></p> <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>Session available</b>
14:30– 14:50	<p><b>Accounting for society's values</b></p> <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> <p><b>Clive Webb, Head of Business Management, Policy and Insights, ACCA</b></p>
14:50 – 15:10	<p><b>Enhancing customer experience with appropriate tools and techniques</b></p> <ul style="list-style-type: none"> <li>• The importance of delivering efficient communications and controls: a pragmatic analysis of the 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 customer experience</li> </ul> <p><b>Ville Somppi, Vice President of Industry Solutions, M-Files</b></p>
15:10 – 15:30	<p><b>Panel Discussion</b> How to build resilient and conscious culture?</p> <p><b>Tony Szczepaniak, CEO, LEA Global</b> <b>Clive Webb, Head of Business Management, Policy and Insights, ACCA</b> <b>Senior representative, M-Files</b></p>
15:30 – 16:00	<b>Mid-Afternoon Refreshments</b>
<b>SESSION FOUR: Strategies to boost efficiency and grow business</b>	
16:00 – 16:20	<p><b>Consolidation gaining momentum: what does the infusion of private equity into accountancy firms foretell for the industry?</b></p> <ul style="list-style-type: none"> <li>• Embracing private equity's outsider perspective to grow business and increase revenue</li> <li>• Approaching M&amp;A with caution to ensure focus on quality remains paramount</li> <li>• Strategizing effectively to avoid possible threats to independence</li> <li>• Managing the growing pressures on mergers - are the ambitious growth targets realistic?</li> </ul> <p><b>Session reserved for HLB International</b></p>
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> </ul>

	<ul style="list-style-type: none"> <li>Scalable licencing – ensuring your software partner’s licencing works as you grow</li> </ul> <p><b>Mark Hollingworth, Head of Partnerships, AccountSIQ</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> <p><b>Francesca Lagerberg, Chief Executive Officer, Bakertilly</b></p>
17:00 – 17:20	<p><b>Closing panel</b> Uncovering strategies to boost efficiency and grow business</p> <p><b>Mark Hollingworth, Head of Partnerships, AccountSIQ</b></p>
17:50 – 18:50	<b>Drinks Reception</b>
18:50 – late	<b>Awards Ceremony and Dinner</b>