



Using AI in Accounting - The trends, impact and solutions: Powered by CA Catalyst

Artificial technologies, such as natural language processing and machine learning is rapidly becoming a cornerstone of modern-day accounting operations, improving efficiency, driving customer growth and deriving insights for accountants to play a more strategic role.

In this 3-part virtual workshop, we will get accountants up to speed on how Artificial Intelligence (AI) is being used in accounting, exploring the breadth and depth of its current and future capabilities to drive value to accountants in Public Practice and Finance teams in Small to Medium Enterprises.

Part 1 | The workshop will start with an overview on Artificial Intelligence, demystifying key fundamentals, drivers and trends within the accounting context.

Part 2 | Real life use cases of AI in accounting in areas such as increasing data enablement, streamlining business operations and enhancing client growth and experience.

Part 3 | This session brings together a panel of accountants and subject matter experts from

Public Practice, technology and the corporate sector. They will discuss the role of AI in accounting and highlight the strategies to deploy AI to unlock better profitability and competitive success.

This AI workshop is crafted for those with beginner to intermediate knowledge in this space and will deliver the following learning outcomes -

- Provide clarity on the fundamentals and critical advances of AI
- Experience and examine real world use cases of AI in the current accounting landscape
- Understand how machine learning can increase actionable data, enabling clearer and more usable service outcomes for both accountants and their stakeholders
- Addressing complexities and best practices for scaling AI in line with business strategy
- Examine the current limitations of AI and the area's most ripe for further expansion

Find out more about the speakers and the event details below.

Event Details	
Date	Thursday 4 November 2021
Time	8.00am – 11.00am Perth 9:30am - 12:30pm Darwin 10:00am - 1:00pm Brisbane 10:30am - 1:30pm Adelaide 11:00am – 2:00pm Sydney, Canberra, Melbourne, Hobart 1:00pm – 4:00pm New Zealand
Location	Online Workshop
Price	Complimentary
Access Link	https://zoom.us/webinar/register/WN_LOd2vcPBTLSp6pDqMRg4A

Facilitator



Tim Dean - Philosopher, Writer, Editor

Tim is an award winning author, broadcaster and master facilitator skilled in rapid-fire thought and real-time investigation.

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Speaker Details



Melissa Grove CA, GM – Finance; Tiller Rides

With a passion for people and development, Mel is committed to collaborating with like-minded individuals to use technology and AI to do things differently in all of our workplaces, leaving time to deliver value to all stakeholders. Mel is the GM for Finance in a rapidly growing e-bike company, using AI to optimise operations, streamline processes and direct strategy for growth.

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Brendan Roberts, Founder & CEO - Aider

As the CEO of Aider, a popular AI tool designed to empower accountants, Brendan is uniquely positioned to detail the various ways an accountant can utilise data to draw rich insights, to predict, analyse and ultimately drive better business performance for their firm and their clients.

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Sue de Bievre FCA, Founder & CEO - Beany

An intrepid entrepreneur with a penchant for disruption, spotting problems and fixing them. Sue leads her firm to be as customer centric as possible and has found AI to be an incredible enabler of this. Sue and her team have revolutionised the accounting game through groundbreaking technology, helping thousands of business owners be more productive and profitable, all the while empowering her workforce to earn and work fairly.

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Priyanka Roy, Data & AI Solution Area Specialist - Microsoft

Priyanka has over 16 years of global experience, helping businesses make better decisions and improve performance by unleashing Business Intelligence capabilities, underpinned by Data and AI solutions. Priya plays the role of orchestrator bringing customers, partners, and Microsoft teams together to solve business problems creatively with Design Thinking, Data Analytics, Artificial Intelligence, Machine Learning, and IoT.

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