



8 June 2017

Developing the Digital Professional

EFAA International Conference

At the German Chamber of Public Accountants (WPK)
Rauchstrasse 26, Berlin, Germany

About the Event

The digitalisation of Europe’s economy already today reshapes the way we live, work, and consume. These technologies - like Blockchain, machine learning, artificial intelligence, and data analytics – are also greatly affecting the accountancy profession. Large companies and accounting firms are investing heavily in technology to stay cope with and capitalize on these technologies. But how does digitalisation stand to impact small- and medium-sized accountancy practices (SMPs) and their small- and medium sized enterprise (SMEs) clients, their most important clients, and the backbone of the European economy? How can they best rise to the challenges and leverage the opportunities.

Register and Hotel

Please [click here to register](#) for the event. You can book a hotel room at our conference hotel [Esplanade](#) via this [link](#) by 25 April 2017.

Draft Programme

10:00	REGISTRATION
10:30	OPENING REMARKS BY THE PRESIDENT
10:45	Session One CRITICAL DIGITAL DEVELOPMENTS This session will take a closer look at those digital technologies – such as Blockchain, data analytics, artificial intelligence/machine learning and cyber security - that present the greatest challenge and opportunity for SMEs and SMPs.
12:15	LUNCH BREAK
13:15	Session Two BUSINESS AND SOCIETY IN A DIGITAL AGE This session will look at the profound effect of digitalisation on society, business, the future of work and the political landscape.
14:45	COFFEE BREAK
15:15	Session Three THE DIGITAL PROFESSIONAL This session will focus on how SMPs, with help from their institutes and regional bodies, can best adapt to and leverage off digital technologies and secure their position as the trusted business advisors to SMEs.
17:15	CLOSING REMARKS