

AA Road Show 2019 – 3 April, Birmingham – People and the Future of Technology

0800 - 0900	Registration and breakfast
0900 - 1000	<p>Panel Session 1</p> <p>Panel 1 – A whole new world: How is technology changing accountancy and the role of the accountant?</p> <p>Technology itself is not a new discussion. It has been gradually changing the way we work, grow, and live our lives for a long time. But now that we are in the thick of a leap forwards, the middle of the fourth industrial revolution, how are job roles being changed forever? What did a career in accountancy look like twenty years ago compared with now? And how will technology continue to change and evolve the accounting sector as we move into the future?</p> <p>Key outcomes and takeaways:</p> <ul style="list-style-type: none"> • Learn what and how new technologies are impacting accountancy – Automation, AI, robotics, and Blockchain. • Insight into how traditional accountancy roles are changing and what skills are now desirable in accountants. • Understand how these changes can positively impact businesses as well as bring challenges. <p>Moderator:</p> <ul style="list-style-type: none"> • Beth McLoughlin, Managing Editor, Accountancy Age <p>Panel:</p> <ul style="list-style-type: none"> • Daniel Teacher, Managing Director, T-tech • Jeremy, MTD Expert, Institute of Chartered Accountants of Scotland (ICAS)
1000-1020	Coffee break and networking
1020 - 1120	<p>Round table session</p> <p>Roundtable 1 – Through the ages: How are different generations embracing (or not) the current climate of change?</p> <p>Millennials. Gen Z. Baby Boomers. As a society we like to categorise and stereotype generations. You often hear about how much millennials like avocados for example. While this is a jokey reference, what generational preferences do businesses need to be taking seriously? How are generations different from one another when it comes to the job roles they want and the way they work and how are they the same?</p> <p>Key outcomes and takeaways</p> <ul style="list-style-type: none"> • How are different generations – X, Baby Boomers, Millennials, and Z viewing and handling current changes? • What are their general attitudes towards careers and ways of working? • How must businesses adapt to cater for different ages and generations, both for their employees and clients? • What will future workforces demand? <p>Roundtable 2 – The modern workforce: engaging and retaining talent while navigating the challenges of agile working.</p>

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Gone are the days where sitting at your desk and clock-watching from 9-5 are how most businesses operate. Companies are changing at different rates, but most are realising that, with the onslaught of technology, people can work from anywhere at any time. How is accountancy, as a very traditional profession, navigating this? How can they offer their employees the ability to work flexibly while still getting the most out of them?

Key outcomes and takeaways:

- How do businesses keep talent in a world where new generations are always thinking about the next gig?
- What do employees desire in a long-term job?
- What are the positives and negatives of agile and flexible working? How can businesses manage it effectively?
- How can businesses use technology to get the most out of their employees?

Roundtable 3 – Looking after your workforce in an ‘always on’ world.

Chair: Lewis Silkin (business) – individual TBC

While technology has brought so much efficiency to the accounting industry and removed many mundane aspects of the job, it has also forced business to think about the way it impacts on the health of their employees. The fact members of staff can be contacted at any time – during the night, on holiday – has to be kept in check to prevent them suffering physical or mental health issues as a result. But how can businesses achieve this?

Key outcomes and takeaways:

- What are the pros and cons of always being reachable?
- How can businesses use digital communication and social media effectively?
- Why and how should you promote wellbeing in the workplace?
- How to encourage a work-life balance in an ever-demanding world.

Roundtable 4 – Is partnership still the desirable outcome of an accountancy career?

Accountancy is traditionally viewed as a great career to pursue for its progression opportunities. Accountants can train with a firm and follow a clear path upwards and upwards until they reach partner if they have the will and desire to do so. But is this what new generations want? Do young accountants want to spend years on a set path or are there new and interesting career journeys emerging?

Key outcomes and takeaways:

- What role does a partner play in today’s technologically-focused world?
- Do younger generations want the same career path as the traditional trainee to partner route?
- How must the partner position adapt to suit the needs and desires of the modern workforce?

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	<p>Roundtable 5 – AI: is it all just hype?</p> <p>What’s the deal with artificial intelligence? What is it and how is it changing the accounting industry? What is it giving accountants the power to achieve? With constant developments in the AI space, what skills are accountants needing to develop and how could the industry improve its productivity in the future?</p> <p>Key outcomes and takeaways:</p> <ul style="list-style-type: none"> • Is AI the future of accountancy? Will it really change the industry that much? • How can businesses train their staff to bridge the tech skill gap? • Will AI solve the UK’s productivity problem?
1120-1140	Coffee break and networking
1140- 1240	<p>Panel session 2</p> <p>Panel 2 – The future workforce: embracing diversity and technology in accountancy</p> <p>Technology and diversity are two key areas businesses should be focusing on in order to achieve growth but why is this? Countless evidence shows that embracing a diverse workforce always reflects positively on the growth of businesses. This means celebrating every single person for what they can offer, ensuring no barriers stand in their way, and understanding intersectionality so that people don’t feel boxed off into categories. And it means using technology positively to help every employee do their job in the most efficient way possible.</p> <p>Key outcomes and takeaways:</p> <ul style="list-style-type: none"> • How must businesses factor people into their technological development? What do their employees and clients expect? • Diversity is essential to business growth optimisation so how do businesses get this right? • How can businesses start bridging the people gap, between gender, sexuality, race, age, disability, and background? <p>Moderator:</p> <ul style="list-style-type: none"> • Lucy Skoulding, Editor, Accountancy Age <p>Panel:</p> <ul style="list-style-type: none"> • Tim Davies, Mazars • Beth Hale, CM Murray • John Morris, Smith & Williamson
1240 - 1340	Lunch
1340	End of event