

PRESS RELEASE

For Immediate Release

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Arena International announces The Digital Accountancy Forum and Awards as a Virtual Experience

London – Today, Arena International announced The Digital Accountancy Forum and Awards (<https://arena-international.com/dafawards/>) will be held as a Virtual Experience on **Wednesday, 30 September 2020**. The accounting sector is undergoing rapid revolution, both from technological change but also due to greater government regulation. It's never been more important for **the accountancy industry** to come together and discuss practical, innovative solutions for surviving in these unprecedented times *and* recognise excellence in accounting.

The Digital Accountancy Forum and Awards event will feature 2 parts; an immersive online experience where leaders from accounting firms can network and learn and a prestigious awards ceremony, celebrating the best and most innovative developments in modern accounting (<https://arena-international.com/dafawards/awards/>). This event is vital for the sector to examine how they can capitalise on digital innovation whilst winning confidence from the market, especially in the current dire environment.

This event will uncover tomorrow's leaders and feature case studies from leading companies, allowing industry experts to gain insights on how to prepare for a fully digitalised future. With a focus on **digital disruption**, attendees can **stream live and pre-recorded presentations** from top tier speakers on pressing topics such as making tax digital, cyber security and automation. Connecting with other industry leaders will be possible via the platform's **live chat** and **video chat features**— equipping attendees with the ability to reach their peers and colleagues **globally**.

A preview of the key sessions:

- Utilizing Artificial Intelligence in The Accounting Practice to Remain Competitive.
- Reviewing the Increasing Reliance on Technology in Order to Understand How It Can Threaten A Business' Cyber Security.
- Exploring How to Harness Digital Technology to Better Serve the Needs of Clients.

About The Digital Accountancy Forum and Awards – Virtual Experience

Holding a virtual conference enables Arena International to create a secure environment for end users and vendors while delivering on what they have signed up for: a platform enabling knowledge sharing, networking and insights from peers to overcome specific challenges. This is an appropriate format to respond to the current global situation as evolutions are uncertain.

About Arena International

Arena International Events Group (part of GlobalData) welcomes over **10,000 business executives** each year who attend over **80 of our events worldwide**, they are addressed by over **1,700 industry leaders** delivering leading edge content and discussion.

Arena International's events consistently strive to provide thought-provoking content and unrivalled networking opportunities, which add tangible value to those who attend. With comprehensive

learning programmes, wide-ranging exhibitions and extensive networking activities we bring together industries to collaborate and learn. www.arena-international.com

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