

CPA Australia Media Release



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Global AI thought-leaders to discuss risks, trends and opportunities as CPA Congress returns in person

- CPA Congress 2024 will examine how artificial intelligence tools can improve business efficiency and performance
- Leading industry experts will explore the latest AI trends and how businesses can incorporate the best technologies for them
- CPA Congress returns to in-person event in Canberra, with our world-leading virtual experience also still available

Artificial Intelligence (AI) in finance and accounting will be a key focus at the highly anticipated [CPA Congress](#) this October, with some of the world's leading authorities on AI joining the line-up.

Held virtually and in-person for the first time since 2019, AI thought-leaders will share their thoughts on how the integration of AI in accounting is shaping the future of business and governance when CPA Congress returns to the National Convention Centre in Canberra from October 15-18.

Stanford University's Erik Brynjolfsson, professor, author and generative AI expert, will share his insights on how AI will transform business productivity, innovation and economic growth.

Professor Brynjolfsson will explore how generative AI compares in its significance to some of the world's other ground-breaking technological advancements, including electricity.

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CPA Australia’s Business Investment and International Lead, Gavan Ord, says this year’s Congress will showcase some of the best minds in AI thought-leadership and presents an exciting learning opportunity for the accounting profession.

“Generative AI is one of the most significant technological developments in history, with the potential to revolutionise accounting and business more broadly, so we’re thrilled that Erik Brynjolfsson, one of the world’s leading authorities on gen-AI, will be joining CPA Congress,” said Mr Ord.

Dan Saldi, Massachusetts Institute of Technology (MIT) alumnus, and founder and applied AI developer at computer software company Xaana.Ai, will also present an unmissable session on how accounting and finance professionals can leverage AI to allow them to better predict trends, prevent risks and plan strategically.

“As the driving force behind Xaana.Ai, Dan Saldi is an expert in using AI for finance and business success. Understanding what these technologies can and can’t do is crucial for improving business operations, so his insights will be vital for accountants and finance professionals alike,” said Mr Ord.

Megan Caywood Cooper, former Head of Digital Strategy at Barclays Bank, turned entrepreneur, will examine the revolutionary shift towards AI-powered personalised finance. And Lee Yearsley, founder of two AI companies (both acquired by IBM) will host a masterclass on how generative AI is shaping the future of finance, business and governance.

CPA Australia’s recently published [2024 Business Technology Report](#) revealed the importance of new technology adoption in driving business growth, with accountants and finance professionals playing a pivotal role.

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“As trusted advisers and business analysts, it’s vital that accountants continue to follow the latest trends and embrace new tools, like AI, where appropriate. These Congress sessions are an amazing learning opportunity,” said Mr Ord.

After four years of very successful online events – that attracted more than 42,000 participants – CPA Australia is delighted to host Congress in-person again this year.

For those unable to attend in Canberra, the world-class CPA Congress virtual experience will still be accessible globally, allowing everyone to be inspired by thought leaders and industry experts as they gather to share their knowledge and experience over four days.

This year’s theme, ‘Level Up’, encapsulates the profession’s contribution to progress and making a meaningful impact on clients, our organisations, and communities. It will highlight the essential role our profession plays in driving strategic vision, ethical influence, and advocacy for growth.

A full list of speakers at this year’s Congress and a program of events can be found [here](#).

About CPA Australia

CPA Australia is Australia’s leading professional accounting body and one of the largest in the world. We have more than 173,000 members in over 100 countries and regions. Our core services include education, training, technical support and advocacy. CPA Australia provides thought leadership on local, national and international issues affecting the accounting profession and public interest. We engage with governments, regulators and industries to advocate policies that stimulate sustainable economic growth and have positive business and public outcomes. Find out more at cpaaustralia.com.au

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