

Richard van Hooijdonk

KEYNOTE

AI & the future of accountancy and advisory

Audits that run all year, a VAT return generated from the invoice flow, and strategies tested in a simulation first. What accountants and advisers still bring: judgement, assurance and the conversation with the client.

AI is changing the accountant's work. And what clients expect from the firm.

Futurist and trend watcher Richard van Hooijdonk explores what it means for firms when AI makes audit and advice increasingly continuous, using up-to-date data. This keynote shows what that changes, and what the accountant of the future looks like once new technology becomes the foundation of the profession. Accountancy practices, tax advisers and consultancies sell knowledge and assurance. That is exactly where AI comes in. Invoices and bank transactions are posted automatically, audit teams use AI to analyse all the journal entries supplied and then decide what further testing is needed, and tax advisers search legislation and case law in minutes. Large firms are building agents into their audit platforms to prepare parts of the file. New work is emerging too: assurance over clients' AI, and advice that runs continuously instead of once a year. The hardest questions are about people: how a junior learns the trade when AI takes over some of the simple work, what happens to the hourly rate when a calculation is done far faster, and who signs when a system carried out part of the audit. The keynote separates what already works from what is still a promise, and looks five to fifteen years ahead: to an audit that never stops, a tax return that flows from the invoice stream and agents doing business with agents. The keynote also covers how criminals use AI, from fake receipts to impersonated executives. What will your clients still be paying for in five years' time?



RICHARD VAN HOOIJDONK

Richard van Hooijdonk is a trend watcher, futurist and international keynote speaker. Many trend watchers and futurists look at the future from a distance. Richard van Hooijdonk lives in it. His team consists of people and AI agents, and he has several chips implanted in his body. He speaks about AI and new technology, the organisation of the future and leadership in the AI era. He takes you into a future you can barely picture today, and shows how you can steer it yourself.

3,000+ keynotes	**650,000+** participants	**30+** countries	**Bestselling** author

What the keynote covers

NOW AI in accountancy and advisory

What AI already does in bookkeeping, audit, tax advice, the advisory report and the business model.



01 Books that keep themselves

Agents process invoices and bank transactions on their own. Next: an entry created at the moment the transaction takes place.



02 Testing every transaction

AI analyses every journal entry for anomalies, and is learning to compare entries with contracts, emails and shipping data.



03 Tax research with AI

AI searches legislation and case law in minutes. What follows: estimating how a dispute might end before it starts.



04 Assurance over AI systems

Accountants and specialists test clients' AI systems against agreed criteria and give an independent opinion on them.



05 Agents for returns and files

IN PILOTS

Agents already prepare parts of tax returns. Later, the firm's agent will collect documents directly from the bank's agent.



06 The adviser with an AI analyst

AI speeds up market analysis and models scenarios during the board meeting. The adviser weighs the outcomes with the client.



07 Looking forward, not back

AI forecasts show business owners how much room they have, and warn of financial trouble before it arrives.



08 Expertise as a product

Firms build their knowledge into AI assistants that clients consult themselves, earning from expertise without billing hours for every question.



09 Testing strategy with AI

IN PILOTS

Advisers build a digital twin of an organisation and its supply chain. AI runs thousands of variants on it to show where it is weak.



10 When clients can do it themselves

A financial AI assistant gives business owners instant insight into their figures. The firm helps with judgement and complex decisions.

COMING NEXT The future of accountancy and advisory

Where assurance, tax and advisory work could be in five to fifteen years, with AI as the engine.



11 An AI CFO for every business

FUTURE SCENARIO

Around 2032, an AI agent could keep the books, pay and arrange finance for the owner. The firm checks it and advises on big decisions.



12 A trust mark for AI agents

FUTURE SCENARIO

Around 2032, agents could do business with each other for companies. An auditor's report shows what an agent may do and whether it complies.



13 The boardroom as wind tunnel

FUTURE SCENARIO

Around 2033, a board could first test a strategy on thousands of simulated customers, competitors and staff. The adviser builds the wind tunnel.



14 Paid for results

FUTURE SCENARIO

Around 2040, agents could continuously measure what a piece of advice delivers. The fee moves with the result, not the hours.



15 The balance sheet of the invisible

FUTURE SCENARIO

Data, AI models and nature increasingly decide what a company is worth. Around 2040, the auditor could also measure what is now off the balance sheet.



16 The tokenised balance sheet

FUTURE SCENARIO

Around 2040, bonds, property and money could sit as tokens on a shared ledger. AI checks the smart contracts behind them.



17 When the machine is the client

FUTURE SCENARIO

Devices and agents will buy for themselves, from spare parts to computing power. Accounting, audit and tax then have to keep pace with them.

PEOPLE & ORGANISATION

The accountancy and advisory firm of the future

What AI asks of roles, teams, leadership, culture and training in the firm.



18 The AI-first organisation

Bookkeeping, testing and forecasting move to AI. Accountants and advisers focus on judgement and the conversation with the client.



19 Data auditors and AI assurance

Data auditors and AI specialists already work alongside accountants. Over time, the agent auditor and the smart contract reviewer will join them.



20 The audit team with AI

AI prepares working papers; the team investigates and judges. Soon agents will build the file all year round, outside the busy season.



21 Daring to let go

Teams get to know AI in contained trials. Experienced staff test the systems, as they are first to spot where results do not match practice.



22 Leadership in accountancy

Leaders in accountancy and advisory take the initiative on AI and new technology, and bring their people along to build tomorrow's firm.



23 The future academy

Firms do not wait for universities and colleges. In their future academy, staff practise with AI and new technology on real files.



24 An ecosystem for the future

With start-ups, scientists, partners and governments, across borders too, a firm tackles bigger questions and renews itself faster.

THE OTHER SIDE

The other side: responsibility and risk

Data, reliability and crime: what is at stake when a firm uses AI.



25 Data as the foundation

For AI to work across the firm, data from every part of it must be available, reliable and connected. That is the foundation of a firm that works with AI.



26 Who signs for the AI audit?

Regulators want traceable outcomes and a person who remains ultimately responsible. The more agents do, the more rests on the auditor who signs.



27 Fraud in the figures

Firms hold the figures of many clients. AI makes it easier for criminals to get at them: through hacks, ransomware, phishing and cloned voices.

DURATION
30, 45, 60 minutes or longer, with time for questions

LANGUAGE
Dutch or English

FORMAT
On location or online

FEE
On request

PLUS

"Richard succeeded excellently in waking up our leaders and setting them on the path to the future: after the lecture, discussions took place across various parts of the organisation about the topics covered, and initiatives have been set in motion."

Aart van Haren Managing director, PLUS

Deloitte.

"A dazzling journey through new technology. The enthusiasm and energy during his presentation, combined with the visuals, provided a successful kick-off to our event."

Patrick Steemers Partner, Deloitte

Interested in a keynote for your accountancy or advisory event?

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