

DFK ANZ AI MASTERCLASS

AI in Practice: Turning Opportunity into ROI: Exclusive DFK ANZ Webinar with Ben Ross.

FRIDAY 6 NOVEMBER 1 PM AEDT

You all saw and raved about Ben's session on AI at our conference in Auckland, and we have now arranged for Ben and his team to join us for a special subsidised 90 minute masterclass.

Why Attend?

Most firms have experimented with AI. Far fewer have successfully embedded it into their day-to-day operations in a way that delivers measurable productivity gains, better client outcomes, and genuine return on investment.

This practical session is designed specifically for accounting and advisory firms, focusing on where the most immediate wins can be found and how firms can move from being AI observers to AI adopters.

What You'll Learn Good Governance

What good AI governance actually looks like in a professional services environment. Practical frameworks, policies and safeguards tailored for accounting firms, not generic corporate examples.

Hands-On Practice

Learn how AI can be used across every level of the firm.

This session goes beyond partners and practice managers, demonstrating practical applications for professionals, administration teams, managers and leaders. Attendees are encouraged to bring their laptop with access to whichever AI tool their firm uses to follow along.

Who Should Attend?

- Partners and Directors
- Practice Managers
- Managers and Team Leaders
- Client Service and Administration Teams
- Emerging Leaders and Future Partners

AI adoption is not a leadership-only initiative. The greatest returns come when the entire firm understands how to apply it safely and effectively.

\$300 + GST per firm

DFK ANZ is subsidising the balance of the cost to make this opportunity accessible for all member firms.



REGISTER NOW



Move from Curiosity to Capability

Join Ben and his team for a highly practical and engaging session that will help your firm understand where AI can create value today, how to govern it appropriately, and most importantly, how to turn AI from an interesting concept into a measurable return on investment.

The session concludes with an implementation offer outlining how firms can put these ideas into practice and accelerate adoption across their teams.