advancetrack

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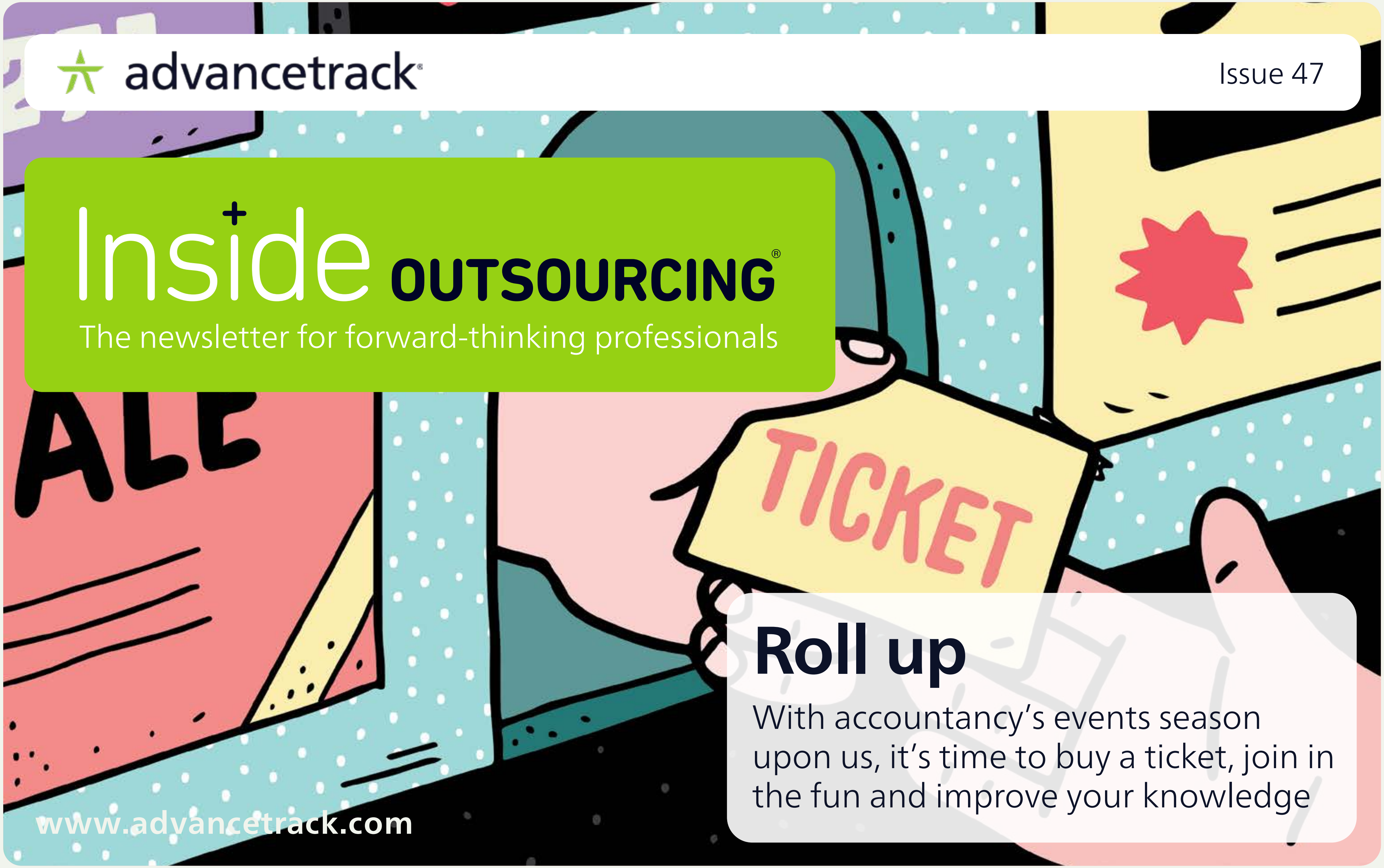
Inside OUTSOURCING®

The newsletter for forward-thinking professionals



Roll up

With accountancy's events season upon us, it's time to buy a ticket, join in the fun and improve your knowledge

www.advancetrack.com

It’s showtime!

Events season can feel like a bit of a circus, but get past the clowning around and they can be insight-providing and a great place to undertake intensive networking. Advancetrack highlights the main events, and what you can get from them.

MANY ASPECTS OF BEING an accountant are now digital-only, but attending events and conferences in person can bring a number of benefits to accountancy individuals and firms across the country.

These benefits include:

- **Networking opportunities –** with accounting conferences and events bringing together professionals from lots of sectors, different backgrounds and experience levels for you to build connections with.
- **Professional development –** with many events including workshops, training or seminars that contribute to your professional education e.g. CPD credits.
- **Learning best practice –** by accessing case studies and success stories from other professionals that will help you benchmark more effectively and learn what really works from others.

- **Staying current –** by helping you stay on top of updates and evolution within the industry, such as new regulations, standards, tech, tools and trends.
- **Gaining motivation and inspiration –** by spending time in the company of peers and thought leaders who can give you a raft of ideas for you to take home.
- **Greater brand visibility –** by speaking, sponsoring, exhibiting or just attending and meeting others in the industry, it can raise the visibility of individuals and firms within the accountancy sector.

In this guide, we look at some of the best accounting conferences in the UK and beyond, along with other events for accountants, helping you make an informed decision about which could benefit you and your business most.

gbX is an annual conference that aims to bring forward-thinking accountants together and help equip them with everything they need to build thriving and future-ready accountancy firms. Delegates can network with other leading accountants and hear from a range of speakers throughout the one-day event.

This 'growth booster' event packs a lot in, helping attendees to learn from each other, grow and succeed together, all while gaining valuable insights from industry-leading speakers. It's also approved for CPD credits by AccrediWise, so can help towards professional development goals.

■ **gbX 2025 took place on 13 May 2025 at The British Library in London. You can find out more about the event here.**

ACCOUNTEX

Accountex is the world's largest accounting and finance expo, bringing together over 11,000 professionals each year to network, try out the latest tools and tech, enhance knowledge, be inspired by new ideas and go home with practical and actionable steps to grow and succeed in accounting. You can also gain up to 16 CPD hours by attending seminars.

With hundreds of exhibitors showcasing products and solutions designed to help accountancy firms increase efficiency and reduce costs, Accountex is a great one-stop-show for those in accounting and finance.

■ **Accountex 2026 will be at ExCeL London on 13-14 May 2026 and is free to attend.**

Alternative THE ACCOUNTANCY MANAGEMENT SUMMIT

Aimed at Managing Partners, CEOs, Managing Directors, Senior Partners and COOs in the UK's top 300 accountancy practices, this annual summit aims to inspire innovation and strategic direction for accounting professionals.

Incorporating themes such as sustainability alongside profitability and with a focus on knowledge-sharing and future strategy, this event includes insightful keynotes, panel sessions and roundtable discussions on key topics that will resonate with all attendees.

■ **The next Alternative Accountancy Management Summit is scheduled for 2-3 March 2026. You can register your interest now.**

XEROCON

A conference aimed at accountants, bookkeepers and the Xero using community, Xerocon is held in different locations every year. The events usually coincide with a raft of new product innovations aimed at helping to make life a little easier for accountants, bookkeepers and small businesses, but Xerocon isn't all about the software.

This is one of those events for accountants that is as much about meeting like-minded people and expanding your professional network as about the learnings and insights. Xerocon famously also puts on a wrap party at every event to ensure there's some fun and relaxation time for delegates too.

■ **Those who can't attend in person can often sign up to watch a livestream of some events.**

accounting excellence AWARDS 2025

While not a conference, the annual Accounting Excellence Awards is a great event for showcasing the remarkable people and firms in the industry, while celebrating excellent service, innovation and the hard-working accountants and bookkeepers across the UK.

The awards night itself is an inspiring melting pot of passionate and ambitious accountancy professionals, making it a great networking opportunity to meet the great and the good in the sector, while hearing all about what makes accounting such a dynamic and rewarding industry to be part of.

■ **Find out more about the Accounting Excellence Awards.**

DIGITAL ACCOUNTANCY SHOW

A huge technology conference aimed at accountants, bookkeepers and other finance professionals, this 2-day event is designed to bring a winning combination of networking opportunities, emerging technology demos and launches and insightful content to educate and engage attendees.

More than 5,000 delegates can discover new apps and tech, collaborate with peers and learn more about the role of digital technology in accountancy success, improve efficiencies and take back lots of new insights and ideas to deliver sustainable growth into the future for your firm.

There are a number of different stages and sessions, so delegates can tailor their experience to the areas they want the most input, including practical tech demos and how-tos, as well as Q&As with industry leaders and a variety of experts sharing their knowledge and experiences through speaker slots. This is a great event for accountancy firms of all sizes and stages, with something for everyone.

■ **Find out more about the Digital Accountancy Show.**

If you've found this roundup of accountancy conferences in the UK helpful, you can find more useful accountancy resources and content on our blog.

We're an ICAEW-regulated firm – what it means for you

Why the practices we work with benefit from us being ICAEW-regulated.

DID YOU KNOW THAT Advancetrack is an ICAEW-regulated firm? No? Well we are, and there are lots of reason why that is the case.

A DIFFERENTIATOR

First-off, we're not aware of any other dedicated outsourcer that is regulated by the ICAEW.

MIRRORING OUR ACCOUNTANCY PARTNERS

It's vital that we understand how accountancy firms work so that we can work with partners as effectively as possible. So, it makes sense that, in many ways, we mirror how accountancy practices operate.

On that basis, it also makes sense that we undergo some of the same compliance as you – we are subject to monitoring by the Quality Assurance Department (QAD). This is also an important part of providing assurance that the same level of operational security is in place as your practice.

GOING A STEP FURTHER

Not only are we monitored by the ICAEW, but further external auditing takes place by the BSI. This is because we have multiple security and organisational accreditations. These include ISO 9001 Quality Management, ISO/IEC 27001 Information Security Management and ISO 22301 Business Continuity.

WE'RE NOT IN COMPETITION WITH ACCOUNTANCY PRACTICES…

Advancetrack might act in many ways like an accountancy firm – but we're not in competition with you. Everyone we work with is an accountancy practice.

WHAT WE SAY TO YOU

Accounting firms are subject to much regulation – yet when they outsource any service or operation then they could be opening themselves up to a provider that isn't as highly regulated. This could place the firm at greater risk… so how do you gain assurance that they understand the issues and challenges your firm faces, and deals with risk appropriately? Advancetrack knows how you work, and we are fellow accounting professionals.

Get in touch if you'd like to find out how Advancetrack can work with your practice and its clients.

The outsourcing boom… how did we get here?

Why has outsourcing leapt in popularity? Vipul Sheth looks at the factors.

ATTENDEES AT LAST YEAR'S Accountex London would have seen a big shift in the makeup of exhibitors. And certainly, if you were looking at outsourcing or offshoring as an option, then that mix of vendors would have been to your liking.

There were literally dozens of exhibitors purporting to offer outsourcing and offshoring. To see such a staggering (and relatively quick) shift from single figures means that the market has changed rapidly – and everyone wants a piece of the pie.

So, what has happened to drive this change?

Well, if we were to look at the underlying tensions that accountancy practices face in delivering their services, then they have existed for a long time. These include:

- High operational costs;
- Difficulties in scaling;
- Inability to 'make time' to deliver higher value services; and
- Difficulties in recruiting and retaining talent (a topic we covered in depth in our 2024 Talent Index report. Click here to take part in our new survey).

PANDEMIC AND THE PIVOT

You will be waiting to read the word Covid. And here it is. Exacerbating these issues, the pandemic created or accelerated a number of other factors that have driven outsourcing's take-up. Sadly, Covid (alongside ongoing concerns about Making Tax Digital) saw many older practitioners leave the profession.

'Working from home', enforced during Covid saw an increased interest in hybrid and flexible working strategies. This opened the eyes of employers: if someone can work for us 100 miles away, what about 5,000?

While outsourcing accountancy services is not new (we've been around for more than 20 years), it's fair to say that it was never 'fashionable' until Covid struck. And we at Advancetrack can't speak for others, but we have been delivering (and scaling) on behalf of both existing and new practice clients for years.

THE OPPORTUNITIES

Technological advancements, difficulties in recruiting accounting talent and increasingly complex end-client needs means that being both efficient and scalable fits particularly well with outsourcing and our new offering, Podsourcing®.

In other words, the likes of Advancetrack can offer both a reliable and robust service from a tech point of view, but also one that is with great knowledge of experience of how accounting practices work.

> "AI may make the workings and calculations processes even more smooth, but we need people to review and add the extra touch"

THE THREATS

There are some threats to the popularity of outsourcing. The proliferation of 'outsourcers' looking to make a quick buck means that there are, frankly, cowboys in the market. They damage the reputation of the other players.

The accounting talent crisis, and increase in the popularity of outsourcing, means that jurisdictions where these staff are based are pushing for salary increases. Therefore, the cost of outsourcing is likely to rise.

Finally, AI. If it can wipe out the work of accountants then that would make us redundant, as outsourcers, too. We are more positive – AI is a threat that we see turning into an opportunity. AI may make the workings and calculations processes even more smooth, but we need people to review and add the extra touch.

Ultimately, there isn't one factor that has driven the outsourcing boom. But, despite the threats, we are looking to support accounting practices achieve their ambitions for many years to come.

Vipul Sheth is founder and managing director of Advancetrack

If you'd like to talk to us about supporting your practice, please get in touch.

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