# Intuit QuickBooks to host free webinar series on the future of accounting and AI



Intuit QuickBooks, the renowned cloud-based accounting software platform, is set to host a complimentary three-part webinar series titled “The Future of Accounting & AI.” Scheduled to commence on 22 January 2025, this series is designed for accountants, bookkeepers, and finance professionals looking to delve into the transformative role that artificial intelligence (AI) can play in their practices.

The webinar aims to furnish participants with practical insights and strategies from a roster of global experts, industry leaders, and peers, enabling them to leverage emerging technologies to streamline their workflows and enhance the value delivered to clients.

The first session, entitled Navigate the Now. Anticipate the Next., will feature Inbal Rodnay, an expert in AI adoption within the markets of Australia and New Zealand. Rodnay's presentation will focus on the existing trends, challenges, and opportunities currently influencing the accounting sector, offering attendees valuable insights into ways to future-proof their practices while identifying avenues for growth.

Following this, the second session, Work Smarter. Save Time. Wow Clients., will spotlight the various AI and automation tools available within QuickBooks, including the unique Intuit Assist feature. Cat Williams-Treloar, Head of Product for Australia and the Rest of the World at Intuit QuickBooks, will lead an insightful demonstration focused on how automation can significantly enhance efficiency, precision, and overall client satisfaction.

The concluding segment of the webinar series, From Insight to Action: AI Success Stories, will showcase a panel discussion that includes accountants from Australia, Malaysia, and Singapore. Participants will gain valuable perspectives through practical use cases and success stories, alongside strategies that can be effectively integrated into their existing workflows.

Those interested in exploring the incorporation of AI in accounting practices are encouraged to seek further details and register for this informative webinar series via the event's dedicated website.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.accountingtimes.com.au/profession/how-accountants-are-transforming-their-accounting-practice-with-ai> - Corroborates the integration of AI in accounting practices and the role of webinars in educating accountants, bookkeepers, and finance professionals.
2. <https://www.cfodive.com/news/intuit-ai-quickbooks-enhancements-ceo-eyes-ai-agents/733832/> - Provides details on Intuit's AI upgrades for QuickBooks, including the Intuit Assist feature and its capabilities in automating tasks.
3. <https://www.accountingtimes.com.au/profession/how-accountants-are-transforming-their-accounting-practice-with-ai> - Mentions the involvement of global experts and industry leaders in sharing insights on AI adoption in accounting.
4. <https://www.cfodive.com/news/intuit-ai-quickbooks-enhancements-ceo-eyes-ai-agents/733832/> - Discusses the efficiency and precision enhancements brought by AI and automation tools in QuickBooks.
5. <https://www.accountingtimes.com.au/profession/how-accountants-are-transforming-their-accounting-practice-with-ai> - Highlights the importance of practical insights and strategies for future-proofing accounting practices.
6. <https://www.cfodive.com/news/intuit-ai-quickbooks-enhancements-ceo-eyes-ai-agents/733832/> - Details the use of AI in streamlining workflows and enhancing client satisfaction in accounting practices.
7. <https://www.accountingtimes.com.au/profession/how-accountants-are-transforming-their-accounting-practice-with-ai> - Mentions the registration process for webinars focused on AI in accounting, similar to the described event.
8. <https://www.cfodive.com/news/intuit-ai-quickbooks-enhancements-ceo-eyes-ai-agents/733832/> - Explains the role of AI in automating tasks such as invoice generation and expense categorization in QuickBooks.
9. <https://www.accountingtimes.com.au/profession/how-accountants-are-transforming-their-accounting-practice-with-ai> - Corroborates the focus on AI success stories and practical use cases in accounting practices.
10. <https://www.cfodive.com/news/intuit-ai-quickbooks-enhancements-ceo-eyes-ai-agents/733832/> - Discusses the broader strategy of Intuit in leveraging AI for future growth and efficiency in accounting.
11. <https://news.google.com/rss/articles/CBMibkFVX3lxTFBaeXZvYjZEYzJqSXFOTjNuN1pVNzlhRkJPbXh4MmpUYnctVnJnaUF5WXBteWlGODFoTmgzak16TTF3Q3JjZFpBZ3U0b1ZTc0txRlJsZ0lUZmE0bmJoR1RrOEhMR2NlanZuUkpfb0RR?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data