



2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

# Future of accounting

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Accounting is undeniably changing, largely because of intelligent technology, including machine learning, AI, and blockchain. While advanced systems handle much of the repetitive work, humans are the crucial link between data and clients. This special feature will explore the trends that affect the future of the accounting profession in Canada.

### Proposed topic highlights:

- Technology and innovation** – Automation, minibots, machine learning and adaptive intelligence as part of the finance team.
- Trends and impact** – Shaping the future of accounting and the types of jobs that are available.
- Expert advice in difficult times** – Canadian accountants finding efficiencies amidst disruption.
- Advocacy and education** – Advancing understanding and awareness about the accounting profession.

### GET INVOLVED TODAY. CONTACT:

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Print Weekly Readers – **2,697,000** | Digital Weekly Readers – **4,439,000**

Source: Vividata SCC Fall 2022, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
April 26	June 7	June 14	April 26