

# Agenda



Thursday August 20 2026 | The Royal Sonesta Downtown, Chicago

**10:30 - 11:00** Arrival & Networking

**11:00 - 11:05** Welcome to Inflo Live!

## **...And the Survey Says! Why Clients Switch, Stay and Pay More**

Think you know what clients value from their auditor? The data suggests otherwise. In this interactive, session, we'll reveal the findings from Inflo's latest research of 2,000 US businesses and challenge attendees to predict how clients really think about audit, AI, pricing and value.

**11:05 - 11:45**

Together, we'll explore why high client satisfaction no longer guarantees loyalty, what drives willingness to switch auditors, and how firms can create differentiation in an increasingly competitive market. Most importantly, we'll examine what clients are actually willing to pay more for —and why AI's biggest opportunity may have less to do with efficiency and more to do with delivering visible client value.

*Robert Lemmon, Chief Audit Partner & Anthony Harrison, Chief Marketing Officer, Inflo*

## **Beyond Efficiency: How AI Is Reshaping Audit, Value and Growth**

The conversation around AI often starts with productivity and automation. The real opportunity is much bigger. In this interactive session, Mark Edmondson explores the trends, challenges and opportunities shaping the future of audit, drawing on market observations, client expectations and emerging industry developments. Attendees will be encouraged to share perspectives, challenge assumptions and consider how AI could influence the way their firms grow, compete and deliver value in the years ahead.

**11:45 - 12:30**

*Mark Edmondson, CEO & Co-Founder, Inflo*

**12:30 - 12:45** Coffee Break

## **Beyond the Business Case: Year One on Inflo Workpapers**

Everyone talks about digital audit transformation. Few firms have lived through it. In this candid discussion, audit leaders share their first year on Inflo Workpapers — what drove the decision to change, what surprised them during implementation, and how the experience has influenced audit quality, team adoption and client value. From lessons learned to tangible outcomes, hear what happens when firms move from planning transformation to delivering meaningful change.

**12:45 - 1:20**

*Jonni Hubbs, Head of Audit Implementation Services, Inflo & Inflo Customers*

**1:20 - 2:15** Lunch & Networking



## Different, Not Better: How UK Audit Leaders Are Reimagining Value in a Changing Market

2:15 - 3:00

The UK and US audit markets may operate differently, but many of the pressures shaping their future are remarkably similar. In this candid discussion, senior UK audit leaders share how they are responding to changing client expectations, advances in technology and new opportunities for growth. Drawing on their experience leading firms through significant industry change, panellists will explore how they are redefining value, protecting quality and preparing their firms for the next chapter of audit from a UK perspective.

Hosted By *Robert Lemmon*, Chief Audit Partner, **Inflo** alongside *David Cox*, Head of Audit, **HaysMac**, *Alistair Main*, Head of Assurance, **Duncan & Toplis**, *Rachel Rudkin*, Assurance Director, **Duncan & Toplis**, *Chris Butt*, Head of Audit, **Azets** & *John Toon*, CTO, **HLB Global**

## Building What's Next: The Roadmap for Quality, Growth and Innovation

3:00 - 3:45

As firms rethink how they deliver value, improve quality and adapt to changing client expectations, technology has an increasingly important role to play. In this session, Inflo's product and solutions leaders share the vision, investments and innovations shaping the future of the platform. From the next generation of Workpapers and collaboration capabilities to methodology enhancements, ecosystem connectivity and emerging technologies, discover how Inflo is helping firms deliver a more connected, consistent and quality-led audit experience.

*Patricia Bottomly*, Head of Methodology, & *David Goode*, Head of Working Papers, **Inflo**

3:45 - 4:00

## Break

## Better Together: Building a Connected Ecosystem

4:00 - 4:30

Delivering more value requires more than a single platform. In this session, we'll explore Inflo's approach to building a connected audit ecosystem and the role strategic partnerships play in helping firms streamline workflows, improve collaboration and create better experiences for their teams and clients. Hear how leading technologies are working together to help firms unlock greater value across the audit lifecycle.

*Anthony Harrison*, Chief Marketing Officer, **Inflo** & Partner Representatives

## Your Questions. Honest Answers: Ask Us Anything

4:30 - 5:00

Throughout the day we've explored how firms can create greater value in an increasingly AI-enabled world. Now it's your turn. Join Inflo's leaders for an open, unscripted discussion where no topic is off the table. From AI and audit quality to firm growth, client value, technology and what's coming next, bring your questions and hear honest perspectives from the people helping shape the future of the profession

**Inflo Team**

## Rooftop Drinks & Nibbles

5:00 - 7:00

The agenda may be finished, but we're not. Step out from the conference room straight onto the iconic Sonesta Penthouse Terrace. Take in the views of Chicago's skyline, enjoy a beverage and close out the conference in style.

@ **The Royal Sonesta Downtown**, Penthouse Terrace

## Ping Pong, Hot Dogs & Donuts

7:00 - late

The conference ends. The fun doesn't. Just 500 yards away at SPIN Social, it's ping pong on Olympic-grade tables, hot dogs, donuts, and drinks all night. Rally, refuel, and relive the highlights of Inflo Live. Game on.

@ **SPIN Social**, Between W Kinzie & W Wacker