



INSTITUTE OF
FINANCIAL
ACCOUNTANTS®
A MEMBER OF THE IPA GROUP

IFA Conference & Awards 2025

Thursday 26 June 2025

Royal College of Physicians
11 St Andrews Place, Regent's Park,
London NW1 4LE

Programme

Welcome to the IFA Conference & Awards 2025



It is with great pleasure that I welcome you all to the IFA Conference & Awards at the Royal College of Physicians. Today marks a significant gathering of industry leaders, professionals, and experts who make invaluable contributions to the field of accountancy.

Thank you to our distinguished speakers who have generously agreed to share their insights and expertise with us. Your willingness to engage and inform us is very much appreciated and vital to the success of this conference.

I would also like to express our gratitude to our award judges, sponsors and exhibitors. Without your support, this event would not be possible. Your commitment to advancing the profession and supporting our community is much appreciated.

This year, we are particularly excited to celebrate the achievements of our members through the IFA Awards. These awards recognise the outstanding contributions and dedication of our members, practices, and rising professionals. We look forward to honouring their hard work and celebrating their successes.

Enjoy your day and please join us at the drinks reception after the conference.

Jonathan Barber

Executive Director – UK

SPONSORS AND EXHIBITORS

A special thank you to our sponsors and exhibitors for supporting the IFA Conference & Awards 2025.



MEET YOUR SPEAKERS



Liz Barclay

Office of the Small Business Commissioner

Liz is Small Business Commissioner for the UK having been a small business journalist and broadcaster for 25 years. She also has a wealth of experience of NED roles and advises on diversity and inclusion, governance, and consumer needs, and coaches communications skills.



Lenny Barry

HMRC

Lenny is an experienced engagement manager having worked on Making Tax Digital since 2018.

He has worked extensively with agents on MTD for VAT and is now immersed in readiness work for Making Tax Digital for Income Tax.



Ian Clark

IFA/IPA Group Benevolent Fund

Ian is a long-time practising accountant now semi-retired, a former London Regional Ambassador and the current Chair of the Trustees of the IFA/IPA Group Benevolent Fund. He has been a strong advocate on the concept of the accountancy community and assisting those who fall on hard times.



Andrew Conway

CEO, IPA Group

Andrew leads the transformation of the IPA Group. A former Australian Government Treasury Ministry Chief of Staff, he holds the record of being the youngest appointed CEO of a public entity at just 28 years of age in 2009. He has represented Australia at a range of international events including APEC, G20, and World Trade Organisation summits.

He was appointed a Professor of Accounting (honoris causa) at Shanghai University of Finance and Economics and is an Adjunct Professor at Deakin University and Lanzhou University in China.



Michelle Howard

Michelle Howard Consulting Ltd

Michelle is a respected leadership and marketing expert. Recognised by the global 'She Inspires' foundation and with an impressive career spanning professional services, education, business, and healthcare, Michelle has transformed struggling organisations and shaped leadership journeys.

She was among the first chartered marketer-accredited marketing managers in professional services at a Legal 500 company. She now works with organisations and people to help them grow through delivering actionable insights, inspiring audiences to achieve more than they thought possible.



Shane Lukas

AVN Inspiring Accountants

Shane is a coach and trainer to accountants. Since 1998 he has enabled over 5000 accountants who run their own accounting firm to escape the business prison (feeling overworked, underpaid, trapped or becoming outdated) to achieving a successful, future ready practice that gives them freedom, enjoyment and a great lifestyle.

Shane has authored multiple international best-selling books including *Putting Excellence Into (your) Practice* and *What's Next For Accountants: How to overcome the biggest threat facing the profession*.

He is a keynote, TEDx and webinar speaker.

PROGRAMME FOR THE DAY

PLEASE NOTE

All conference sessions take place in the *Wolfson Theatre*

8.15am - 9.00am	Arrival refreshments (45 minutes) - Ostler Room Selection of freshly baked mini-Danish pastries and croissants V Vanilla Greek yoghurt with fruit purée, maple syrup, pineapple and banana crunch granola VE Seasonal fruit salad VE NGC
9.15am - 9.30am	Opening remarks and welcome <i>IFA</i>
9.30am - 10.45am	Breaking the communication barrier: transforming accountant-client relationships <i>Shane Lukas, AVN Inspiring Accountants</i>
10.45am - 11.15am	IPA Group update <i>Andrew Conway, CEO, IPA Group</i> <i>In conversation with Ian Hornsey, IFA MAC Chair & Eastern Regional Ambassador</i>
11.15am - 11.40am	Morning break (25 minutes) - Ostler Room Jewelled fruit and seed cake bite V NGC Chocolate brownie V NGC
11.45am - 12.45pm	Quicker payments: thriving businesses <i>Liz Barclay, Small Business Commissioner for the UK, Office of the Small Business Commissioner</i>
12.45pm - 1.15pm	The IFA/IPA Group Benevolent Fund – supporting people in need <i>Ian Clark, Chair of the Trustees, The IFA/IPA Group Benevolent Fund</i>
1.15pm - 2.00pm	Lunch (45 minutes) - Ostler Room Miso-glazed aubergine, vegan feta, spiced granola VE NGC Line-caught roasted cod fillet, white beans, parsley NGC Slow cooked shoulder of lamb, roast spiced chickpea salad, cucumber yoghurt, flatbread Smoked chilli honey roasted squash, chickpea and preserved lemon salad VE NGC Lemon meringue V
2.05pm - 3.05pm	Leading with impact: from business operator to strategic leader <i>Michelle Howard, Michelle Howard Consulting Ltd</i>
3.05pm - 3.30pm	Afternoon break (25 minutes) - Ostler Room Jewelled fruit and seed cake bite V NGC Chocolate brownie V NGC
3.35pm - 4.35pm	Making Tax Digital for Income Tax – getting ready! <i>Lenny Barry, HMRC</i>
4.35pm - 4.50pm	Closing remarks
4.50pm - 5.15pm	Awards ceremony
5.15pm - 7.00pm	Drinks reception - Ostler Room

VE - Vegan | **V** - Vegetarian | **NGC** - No gluten containing

All refreshment break items are served with freshly brewed Fairtrade coffee, a selection of ethically sourced teas, still and sparkling water and 100% pure seasonal fruit juice.

IFA AWARDS JUDGES



Kevin Reed (Chair)

Kevin Reed is one of the UK's most senior accounting and finance journalists. He has written for, edited or managed various business and finance titles, and is editor of the IFA's *Financial Accountant* magazine.

Kevin has chaired the judging and presented the British Accountancy Awards and Business Finance Awards. He is a current Accounting Excellence Awards judge.



Debbie Dore

With a background in charity leadership, Debbie joined the IPA Group Benevolent Fund in early 2024 to take forward the development work done by the Trustees and establish the fund.

Debbie is a former charity CEO and has been a board member for over 20 years in a range of different public and private sector organisations. She works part time for the charity alongside a range of other interests.



Satinder Lala

Satinder Lala is an accomplished marketing professional with over 15 years of experience in driving brand growth and customer engagement across the fintech and software sectors.

As Director of Marketing at Capium, a leading provider of cloud-based accounting software, she is responsible for crafting and executing the company's marketing strategy, elevating its brand presence, and highlighting the transformative power of its integrated accounting solutions.



Graham Hambly

Graham is the Publisher and Editor of *PQ magazine*. He is a member of the HMRC Agent Support Group, and part of the curriculum advisory team at the University of Winchester, Division of Accounting, Finance and Economics.

He was recently awarded the Michael Kintore Award for Outstanding Contribution to the Profession at the 2024 LUCA awards, and has an Honorary Doctorate in Business Administration, BPP University, Dr BA (Hon).



Denise Weir

As a Teesside University graduate, Denise has over 40 years' experience in the education sector, with a particular focus on strategic management and delivery of training within educational organisations. She has also held several key management positions within UK awarding organisations.

As an ambassador of learner progression and advancement, Denise has made significant contributions to the development and implementation of educational strategies that support both learners and institutions in the UK and internationally.



Tim Pinkney

Tim is IFA Director of Professional Standards and is responsible for regulatory issues relating to members in public practice as well as oversight of the practice monitoring process. He has more than 30 years' experience in accountancy and regulatory environments where he was responsible for overseeing disciplinary functions and AML supervision.

Tim has spent time in public practice, working as a management accountant for the NHS as well as numerous roles in industry and the voluntary sector. He is also a member of the International Compliance Association (ICA) and holds the ICA International Diploma in Anti-Money Laundering.



2025 IFA AWARDS SHORTLISTS

IFA MEMBER OF THE YEAR

- Muhammad Bilal
- Muhammad Abubakr Mirza
- Imran Nawaz
- Aaron Sewell
- Javeed Shah Syed

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IFA PRACTICE OF THE YEAR

- Accounting for Good CIC
- EP Tax
- Forest Phoenix Accountancy Ltd
- M Squared Accountancy Ltd
- MD Associated Accounting & Taxation Ltd

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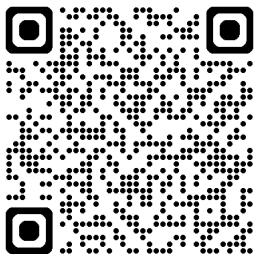
RISING PROFESSIONAL

- Andrew Coombs
- Chouleebhorn Messing
- Devaki Nadkarni
- John Opoku
- Chandan Sharma

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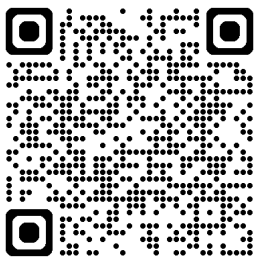
Tell us your views and win a £100 voucher



To help us improve next year's IFA Conference & Awards we would appreciate your feedback.

Scan the QR code and complete the survey within 48 hours to be entered into a prize draw for a chance to win a £100 voucher.

IFA Conference & Awards 2026 - save £45



We are back at the Royal College of Physicians on 25 June 2026.

As a delegate, receive an exclusive £45 discount off the full price ticket of £170 when you register by 30 September 2025.



The Institute of Financial Accountants (IFA) is an internationally recognised professional accountancy membership body providing dedicated support to SMEs and SMPs.

We are part of the Institute of Public Accountants (IPA) Group, one of the world's largest SME-focused accountancy group, with more than 49,000 members and students in 100 countries.

We are a full member of the International Federation of Accountants (IFAC), the global accounting standard-setter and regulator for the accountancy profession. As such, the IFA takes its place alongside the UK and Ireland's six chartered accountancy bodies, as well as 135 national and regional accountancy organisations representing 125 countries and jurisdictions.

in INSTITUTE OF FINANCIAL ACCOUNTANTS
f INSTITUTEOFFINANCIALACCOUNTANTS
yt INSTITUTEFA
@ THEIPAGROUP

E events@ifa.org.uk
T +44 (0)20 3567 5999
IFA.ORG.UK