

Digital Accountancy Show joins Easyfairs with a focus on the future

United by a vision for innovation and digital excellence, this acquisition accelerates Digital Accountancy Show's expansion and initiates the next phase of growth.

London, 18/03/2025: Easyfairs today announced the acquisition of Digital Accountancy Show. The shared focus on technology and digital innovation naturally aligns both parties and provides strong foundations for the next step in the exciting journey of this flagship London event. Easyfairs' extensive technology ecosystem and well-established pan-European network will generate rapid growth and enhance the community's 365 experience.

Since its launch in 2020, Digital Accountancy Show's mission has been to drive change and support the evolution of the accounting profession. This is a perfect extension of Easyfairs' core values of 'visit the future' and 'community first'. Dan Cockerton, Co-Founder of Digital Accountancy Show, commented: *"This partnership allows us to enhance our event's mission even further and drive forward on a global basis, with the potential to impact hundreds of thousands of advisors and SME businesses."*

The next edition of the leading technology conference for accountants, bookkeepers and finance professionals will take place on **1 & 2 April 2025** at **London Evolution in Battersea**. Continuing the success of previous editions, the 2025 event will welcome over **5,000 visitors** and **150+ exhibitors**. The audience will be immersed in a rich programme of educational talks, interactive partner discussions and meaningful networking opportunities, providing them with the ideal forum to assist their ongoing digital transformation.

"I'm over the moon to announce that Digital Accountancy Show has received investment from one of the world's largest event organisers," commented James Howell, Co-Founder of Digital Accountancy Show. *"Easyfairs fosters an incredible culture built on strong, shared values - putting people first and creating a true sense of community amongst the markets it serves, which is incredibly important to us."* Alison Willis, CEO of Easyfairs UK&Global added: *"We cannot wait to meet the accountancy community at the event on 1 & 2 April and we are excited to work with the team who are helping shape the future of the industry."*

The markets served by Digital Accountancy Show are in an exciting and transformative era of innovation. Technology and AI are perfectly poised to revolutionise how advisers support SMEs worldwide. This tech-savvy, forward-thinking community benefits from a dedicated forum where they can stay abreast of complex tech stacks, find efficiencies in the ever-evolving world of AI, recognise the indispensable role of 'human-touch' that drives the industry, and gain valuable insights into the mindset of the world's leading accountants and finance professionals - all of which are essential to continue thriving in the rapidly changing accountancy landscape.

Alison Willis, commented: *“We are delighted to welcome Digital Accountancy Show on our journey to shape the future of events. At Easyfairs, we constantly challenge ourselves to look into the future and picture what the lives of our communities will look like. It’s clear that the Digital Accountancy Show team shares this vision having created a festival-like event that has a perfect blend of high quality content, vibrant social scene and innovative solutions; all while prioritising entertainment for the accountancy community.”*

Alison Willis continued: *“Digital Accountancy Show has grown from strength to strength and we look forward to working closely together with Dan, James and the rest of the team to continue this momentum to reach new heights by fostering collaboration, creativity and excellence.”*

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About Easyfairs

Easyfairs organises and hosts events, bringing communities together to visit the future.

We currently organise 110 market-leading event titles in 16 countries (Algeria, Austria, Belgium, Denmark, Finland, France, Germany, Italy, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, the United Kingdom and the United States) and manage eight event venues in Belgium, the Netherlands and Sweden (Antwerp, Ghent, Mechelen-Brussels North, Namur, Gorinchem, Hardenberg, Malmö and Stockholm).

We are passionate about “easifying” the life of our customers and increasing the return on investment and return on time for professional communities through our all-in formulas, advanced technology and customer-centric approach. Our digital features and initiatives provide these communities with excellent opportunities to network effectively and do business throughout the year.

The Easyfairs Group employs 870 highly committed talents, deploys the best marketing and technology tools and develops brands with a strong appeal to our stakeholder communities.

For the sixth year running, Deloitte conferred “Best Managed Company” status on Easyfairs in 2024.

Visit the future with Easyfairs and find out more on www.easyfairs.com

For further information, please contact:

Samuel O’Connell
Regional Marketing Director
Easyfairs UK & Global

D: +44 (0)20 3196 4300
E: sam.oconnell@easyfairs.com

