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Dear SACPVP President,

The International Valuation Standards Council (IVSC), in partnership with sponsor organisation PwC, invites you to register for a free-to-join webinar on:

***Valuation in the Digital Age:
Balancing Innovation with Integrity***

Exploring how AI is reshaping valuation across real estate, private equity, and banking

Date: Wednesday 23 July 2025

Time: 09:00-10:30 (EST) / 14:00-15:30 (BST) / 15:00-16:30 (CEST)

Register: [Click here to register for the webinar](#)

In a rapidly digitising world, artificial intelligence (AI), generative AI (GenAI), and other emerging technologies are evolving to support the valuation process—enhancing decision-making, strengthening quality assurance, and helping organisations meet growing regulatory and stakeholder expectations.

This webinar will explore how valuation is being transformed across sectors – from real estate and private markets to global banking – highlighting the practical realities, opportunities, and risks that come with innovation.

Through cross-sector insights and real-world examples, panellists will examine:

- The integration of AI and GenAI into valuation workflows and portfolio analytics
- Governance and control frameworks for AI-assisted valuations
- The use of technology to improve consistency, transparency, and audit readiness
- How firms are balancing automation with human judgment in complex or illiquid markets.

Panellists include:

- **Sean Sexton**, Managing Director, AI Trust Modeling, PwC
- **Sudeep Poddar**, Senior Vice President, Head of Valuations, General Atlantic
- **Ben Ryan**, Head Global Valuations Group (GVG) at Bank of America
- **Marius Andreasen**, Principal, Financial Markets & Real Estate, PwC
- **Tim Deal**, IVSC Financial Instruments Board Member and Principal, PwC

The session will include live Q&A and interactive polling.

We look forward to welcoming you.

[Register here](#)



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