

GENERATIVE AI IN FINANCE



1 - DAY WORKSHOP

WORKSHOP OBJECTIVES:

1. Increase awareness and understanding of Artificial Intelligence (AI), focusing on the key differences between Machine Learning (ML), and Generative AI (GenAI) technologies.
2. Explore potential and emerging use cases and benefits of these technologies in the banking sector.
3. Understand the risks and implications of AI and Generative AI in day-to-day business, including AI governance and opportunity identification.

AGENDA OUTLINE:

Introduction

- **Welcome and Objectives (20 minutes)**
 - Introduction to the workshop and overview of objectives and agenda
 - Set-up: making sure everyone can access the resources and materials
- **Icebreaker Activity (10 minutes)**
 - Participants introduce themselves and share their experience with AI

Session 1: Foundations of AI, ML, and Generative AI (60 minutes)

- **Overview of AI and ML (30 minutes)**
 - Definitions and key concepts
 - Historical context and evolution
- **Introduction to Generative AI (30 minutes)**
 - What is Generative AI? What is Traditional AI?
 - Key technologies and tools (e.g., GPT-4, Claude)

Break (10 minutes)

Session 2: Generative AI Technologies in Banking (60 minutes)

- **Use Cases in the Financial Sector (15 minutes)**
 - Front-office:
 - Interactive financial education
 - Personalized financial advice
 - Enhanced customer profiling
 - Back-office:
 - Automated financial reporting
 - Regulatory compliance check
 - Operational optimization (e.g. HR)
- **Practical Exercise: Exploring Finance Use cases using Generative AI Models (45 minutes)**
 - Hands-on with ChatGPT
 - Enhancing data analysis and insights with code interpreter
 - Compare annual reports conversationally using ChatGPT financial personas
 - Using customGPTs to get insights from curated financial resources (e.g. World Bank data)
 - Hands-on with Claude
 - Classify financial news headline sentiment
 - Generating interactive financial reports and summaries from pdfs & ppts
 - Hands-on with Perplexity
 - Using Perplexity for source-backed information/research
 - Hands-on with Gamma
 - Automate the generation of PowerPoint decks

Lunch Break (30 minutes)

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Session 3: Implementation and Integration (60 minutes)

- **AI Integration in Banking Systems (20 minutes)**
 - Technical requirements and challenges
 - Case studies of successful AI integration
- **Interactive Exercise (40 minutes)**
 - Participants form mini-groups and are tasked with creating a no-code automation workflow enriched by AI using Make.com

Break (10 minutes)

Session 4: Risks and Ethical Considerations (60 minutes)

- **Understanding AI Risks (30 minutes)**
 - Data privacy and security
 - Bias and fairness in AI models
 - AI generated threats and cyber-fraud
- **Governance and responsible AI usage (30 minutes)**
 - AI ethics/principles
 - Recommendations for setting up an AI governance structure

Session 5: Future Trends (30 minutes)

- **Emerging Trends in AI and Generative AI (30 minutes)**
 - Future developments and innovations (Agentic AI, Multimodal AI)
 - Impact on financial services

Wrap-Up and Feedback (30 minutes)

- **Summary of Key Takeaways (15 minutes)**
 - Recap of important points from each session
- **Open Discussion and Q&A (15 minutes)**
 - Participants ask questions and discuss future directions

Practical Exercises Detail

1. Hands-on with ChatGPT:

- Scenario 1: Examining stock trends using ticker data
- Scenario 2: Competitor analysis using published annual reports and financial statements
- Scenario 3: Create presentation-ready charts and analysis on major world economic indicators

2. Hands-on with Claude:

- Scenario 4: Classify financial news headlines to gauge market sentiment.
- Scenario 5: Use your existing reports/presentations to create interactive artefacts.

3. Hands-on with Perplexity:

- Scenario 6: Summarise the latest EU AI Ethics policy as well as critiques with source-backed information.

4. Hands-on with Gamma:

- Scenario 7: Use the summary created in Perplexity to create a boardroom-ready presentation deck using Gamma.app

5. Hands-on with Make.com:

- Scenario 8: Use Make.com to create a personalised finance advice bot using a simple automated workflow.