



الاتحاد المصرفي العربي  
Union of Arab Banks



مصرف البحرين المركزي  
Central Bank of Bahrain

**BAB**

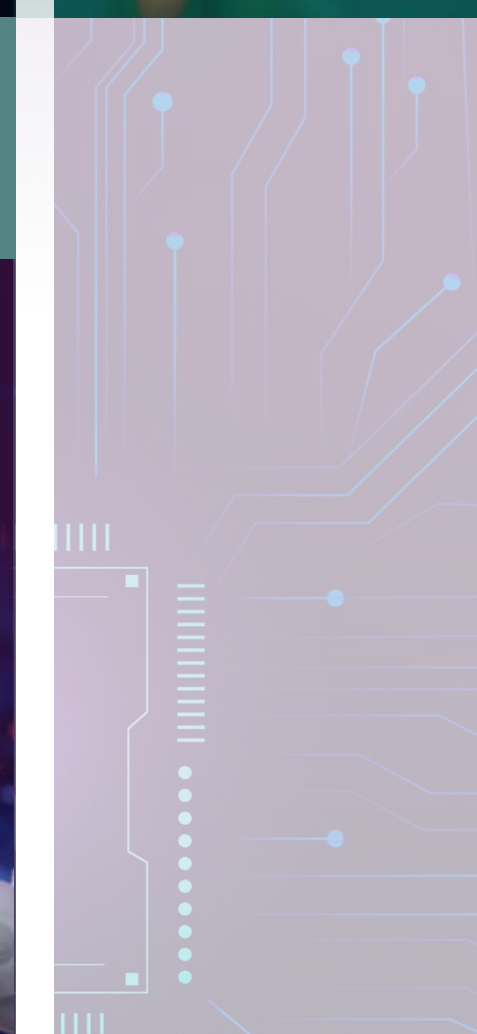
جمعية مصارف البحرين  
Bahrain Association  
of Banks

# AI-INFUSED BANKING:

## UNLEASHING THE POWER OF DATA

5 – 7 MAY 2024  
MANAMA – BAHRAIN

— GULF HOTEL —



## BACKGROUND

### "CATALYST FOR CHANGE: NAVIGATING THE PERILS OF TECHNOLOGICAL FRONTIER"

- **Rapid Advancements:** The lightning-fast pace of technological advancements in AI, Blockchain, and Digital Banking.
- **Ethical Concerns:** The ethical dilemmas surrounding AI, including bias and fairness issues in algorithms.
- **Data Privacy:** The importance of data privacy and security in the age of AI and Digital Banking.
- **Blockchain Security:** The vulnerabilities and risks in Blockchain, such as smart contract vulnerabilities and cryptocurrency scams.
- **Regulatory Challenges:** The regulatory challenges and complexities associated with emerging technologies.
- **Misuse and Consequences:** Real-world consequences of AI misuse and its societal impact.
- **Customer Trust:** How Digital Banking risks can erode customer trust and adoption.
- **Future Trends:** The evolving landscape of emerging technologies and the importance of staying vigilant about future risks.

### KEY HIGHLIGHTS:

**CUTTING-EDGE INSIGHTS:** Discover the latest AI trends and their impact on banking.

**PRACTICAL WORKSHOPS:** Engage in hands-on workshops to apply AI techniques.

**GENERATIVE AI AND CHATGPT:** Learn to use the most recent tools of AI in banking.

**NETWORKING:** Connect with industry leaders and fellow professionals.

---

### WHY THIS TRAINING IS A MUST-ATTEND:

Our training program will explore the vast potential of AI in banking, from data preprocessing and predictive analytics to ethical considerations. Participants will gain hands-on experience, interact with experts, and delve into practical case studies that directly apply to the evolving banking landscape.

---

## OBJECTIVES

- Understand the fundamental concepts of AI and its applications in the banking industry.
- Gain a foundational understanding of artificial intelligence, including different AI types and their relevance in banking.
- Learn about the various types of banking data, their significance, and challenges associated with data in the banking sector.
- Acquire the skills needed to collect, preprocess, and clean banking data for analysis.
- Explore how machine learning is used in banking, including supervised and unsupervised learning techniques.
- Understand how AI can be applied for credit scoring, risk assessment, customer churn prediction, and fraud detection.
- Learn about NLP applications in banking, such as sentiment analysis and chatbots for customer support.
- Gain practical experience by working with ChatGPT.

## OUTLINE

### INTRODUCTION TO AI IN BANKING

What is Artificial Intelligence?  
Types of AI (Machine Learning, Deep Learning, etc.)  
How AI is Transforming Banking

### BANKING DATA AND ITS IMPORTANCE

Types of Banking Data (Transaction data, customer data, market data, etc.)  
Importance of Data in Banking  
Data Challenges in Banking

### DATA PREPROCESSING AND CLEANING

Data Collection and Storage  
Data Preprocessing Techniques  
Handling Missing Data and Outliers  
Using ChatGPT and Other Tools to Analyze Banking Data

### MACHINE LEARNING IN BANKING

Supervised vs. Unsupervised Learning  
Use Cases of Machine Learning in Banking

### PREDICTIVE ANALYTICS IN BANKING

Credit Scoring and Risk Assessment  
Customer Churn Prediction  
Fraud Detection

### NATURAL LANGUAGE PROCESSING (NLP) IN BANKING

Introduction to NLP  
Sentiment Analysis for Customer Feedback  
Chatbots for Customer Support

### USING CHATGPT

Prompt Engineering  
Improved Productivity  
Risks and Challenges



**SPEAKER:  
SEMIH KUMLUK,  
PH.D. (ABD) M.SC.  
CAIP CPA**

Kellogg School of Management  
- Executive Education



Semih is Top 50 Thought Leader in AI Global, AI Ambassador and a pioneer in Artificial Intelligence and Digital Transformation. He is a well-versed professional with work experience spanning over 12 years in FMCG, Telecommunications. He has delivered many trainings on Artificial Intelligence, Data Analytics, Design Thinking, Branding, Project Management and other subjects in his areas of expertise as a trainer and won the Instructor of The Year award by CertNexus and made to Logical Operations Instructors Wall of Fame in 2021.

Semih is a strong advocate of emerging technologies and digitalization, remains actively involved in discussions around the early adaptation of these technologies and aspires to inspire others to improve their knowledge, he is delivering Keynote sessions in international conferences like LEAP, GITEX Technology Week, GISEC, FinTech Surge, AI Masters, Strata Data Conference, Telco AI Summit.

He successfully launched and delivered the 1st ever Artificial Intelligence certification programme across the Middle East and also secured the 1st runner-up position in PwC's global AI competition.

### PARTICIPATION FEES

UAB MEMBERS \$1200

NON MEMBERS \$1500

### MEANS OF PAYMENT

Arab Bank – Amman – Jordan Shmeisani Branch

Account no : 0118/010272-510

Iban no: JO76 ARAB 1180 0000 0011 8010 2725 10

Swift code : ARABJOAX118

Beneficiary name : Union of Arab Banks

For more information and registration kindly send an email to [training@uabonline.org](mailto:training@uabonline.org)

[www.uabonline.org](http://www.uabonline.org)

