



اتحاد المصارف العربية
Union of Arab Banks

AI for Finance

9 - 11 SEPTEMBER 2026
POINT HOTEL TAKSIM
ISTANBUL - TURKIYE

Program Overview

This immersive 3-day training program is designed to help finance professionals, accountants, FP&A teams, controllers, and business leaders understand how Artificial Intelligence is transforming the modern finance function. The program combines strategy, practical applications, hands-on exercises, live demonstrations, and future-focused thinking.

Participants will explore how AI can improve financial analysis, automate finance workflows, accelerate reporting, strengthen forecasting, optimize working capital, enhance controls, and reshape finance operations.

«Building
the Intelligent
Finance Function»

Training Objectives

By the end of the program, participants will be able to:

- Understand the fundamentals of AI, Generative AI, and Agentic AI in finance
- Identify high-impact AI use cases across the finance value chain
- Use AI tools for financial analysis, reporting, forecasting, and decision support
- Build AI-assisted finance workflows
- Design AI-powered planning, accounting, and control processes
- Understand ethical, legal, risk, and governance considerations
- Develop an AI adoption roadmap for their organization

Target Audience

- Chief Financial Officers
- Finance Directors
- Financial Controllers
- FP&A Teams
- Accountants
- Treasury Professionals
- Accounts Payable and Accounts Receivable Teams
- Internal Control and Compliance Teams
- Finance Transformation Leaders
- Business Executives

Training Methodology

The program combines:

- Interactive lectures
- Live demonstrations
- Group discussions
- Case studies
- AI tool walkthroughs
- Hands-on exercises
- Team activities
- Prompt engineering workshops
- Final capstone presentations

AGENDA

DAY 1 — AI FOUNDATIONS & GENERATIVE AI FOR FINANCE

Theme of the Day: From Traditional Finance to Intelligent Finance

MODULE 1: THE AI REVOLUTION IN FINANCE

Topics Covered

- Evolution of finance technology
- What is AI, Machine Learning, and Generative AI?
- How AI is changing financial decision-making
- The future of finance teams
- AI-native finance organizations
- Key trends shaping the future of finance

Discussion Topics

- Will AI replace finance professionals?
- Which finance roles will evolve fastest?
- Human judgment vs AI-generated financial insights
- Activity

Group discussion:

“What parts of finance should humans never fully delegate to AI?”

MODULE 2: UNDERSTANDING GENERATIVE AI

Topics Covered

- How Large Language Models (LLMs) work
- Tokens, prompts, context windows, and hallucinations
- Types of AI models:
 - Text generation
 - Data analysis
 - Document intelligence
 - Voice AI
 - Predictive models
- Multimodal AI
- Agentic AI concepts

Tools Discussed

- ChatGPT
- Claude
- Gemini
- Microsoft Copilot
- IBM watsonx
- SAP Joule
- Oracle AI

Exercise

Participants compare outputs from multiple AI tools for the same finance task.

MODULE 3: PROMPT ENGINEERING FOR FINANCE PROFESSIONALS

Topics Covered

- Anatomy of a powerful prompt
- Prompt frameworks for finance professionals
- Role prompting
- Context layering
- Few-shot prompting
- Chain-of-thought prompting
- Structured prompting
- Prompt libraries for finance teams

Practical Finance Use Cases

- Variance analysis
- Financial performance commentary
- Management reporting
- Budget analysis
- Forecasting
- Cash-flow analysis
- Business case development
- Financial risk identification

Workshop

Participants create:

- Monthly variance commentary
- CFO executive summary
- Cash-flow analysis
- Budget challenge questions

MODULE 4: AI-POWERED FINANCIAL REPORTING

Topics Covered

- AI for management reporting
- AI for financial analysis
- AI for board reporting
- AI for variance commentary
- AI for financial visualizations
- AI for finance communication
- Consistency and accuracy with AI

Hands-on Exercise

Create a complete AI-assisted finance report including:

- Financial performance summary
- Variance analysis
- Key financial insights
- Management recommendations
- CFO briefing note

DAY 1 WRAP-UP KEY TAKEAWAYS

- AI is augmenting finance professionals, not automating tasks
- Prompt quality determines output quality
- AI dramatically accelerates finance analysis and reporting
- Human judgment remains strategically critical
- Homework
- Participants create an AI-assisted financial analysis for a selected business unit, process, or organization.

HOMEWORK:

Prepare a short presentation on how AI can transform one finance process within the participant's organization.

DAY 2 — AI-POWERED FINANCIAL INTELLIGENCE & FINANCE OPERATIONS

Theme of the Day: From Historical Reporting to Predictive Finance

MODULE 5: AI FOR FP&A, FORECASTING & FINANCIAL INTELLIGENCE

Topics Covered

- AI-driven financial planning
- Predictive financial analytics
- Revenue and cost forecasting
- Cash-flow forecasting
- Scenario planning
- Sensitivity analysis
- AI for trend detection
- AI-generated financial insights

Demonstrations

- AI analytics dashboards
- Predictive forecasting tools
- Financial scenario modelling examples

Exercise

Participants analyze financial data using AI tools and generate strategic recommendations.

MODULE 6: AI FOR ACCOUNTING, CLOSE & RECONCILIATION

Topics Covered

- AI-assisted transaction classification
- Journal entry automation
- Account reconciliations
- Intercompany matching
- Financial close automation
- Anomaly detection
- Accounting policy research
- AI-generated close commentary

Case Studies

- IBM Finance journal entry automation
- U.S. Venture AI-assisted financial reconciliations
- EY global finance process automation

Workshop

Design an AI-assisted record-to-report workflow.

MODULE 7: AI FOR ACCOUNTS PAYABLE, ACCOUNTS RECEIVABLE & WORKING CAPITAL

Topics Covered

- AI-powered invoice processing
- Automated invoice matching
- Duplicate invoice detection
- Payment exception management
- Collections prioritization
- Customer payment prediction
- Credit risk analysis
- Working capital optimization

Platforms Discussed

- SAP Joule
- Oracle Fusion AI
- Microsoft Dynamics 365 Finance
- BlackLine
- UiPath

Practical Exercise

Participants optimize a mock invoice-to-payment or collections process using AI recommendations.

MODULE 8: AI FOR TREASURY, RISK & CONTROLS

Topics Covered

- AI-powered cash forecasting
- Liquidity management
- Foreign exchange exposure analysis
- Payment fraud detection
- Continuous controls monitoring
- Anomaly detection
- Compliance monitoring
- AI for audit readiness

Workshop

Participants use AI to:

- Analyze cash-flow risks
- Identify unusual financial transactions
- Build an AI-assisted finance control framework
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DAY 2 WRAP-UP KEY TAKEAWAYS

- AI enables predictive finance at scale
- Financial intelligence becomes proactive rather than reactive
- AI improves forecasting, accuracy, and operational efficiency
- Finance processes are fundamentally changing in the AI era

HOMEWORK: Prepare a short presentation on how AI can transform one finance process within the participant's organization.

DAY 3 — AI STRATEGY, GOVERNANCE & FUTURE FINANCE OPERATING MODELS

Theme of the Day: Building the AI-Native Finance Organization

MODULE 9: AI STRATEGY FOR FINANCE LEADERS

• Topics Covered

- Building an AI finance strategy
- Identifying high-value AI opportunities
- AI maturity models
- AI transformation roadmap
- Budgeting and ROI considerations
- Build vs Buy decisions
- AI operating models for finance

Group Activity

Participants assess their organization's AI finance maturity.

MODULE 10: AI GOVERNANCE, ETHICS AND RESPONSIBLE FINANCE

Topics Covered

- Responsible AI principles
- Bias in AI-generated financial analysis
- Financial accuracy concerns
- Hallucinations and misinformation
- Privacy and data protection
- Confidential financial information
- Regulatory considerations
- Human oversight models

Discussion

"Should AI ever be allowed to make or approve financial decisions without human review?"

Scenario Workshop

Participants respond to AI-related finance risk scenarios.

MODULE 11: THE FUTURE OF FINANCE TEAMS IN THE AI ERA

Topics Covered

- The rise of AI copilots
- AI agents in finance
- Autonomous financial close
- AI-native finance workflows
- Future finance skills
- Reinventing FP&A and accounting teams
- Human-AI collaboration models

Emerging Trends

- Autonomous finance operations
- Continuous forecasting
- AI-powered working capital management
- Intelligent finance agents
- Real-time financial reporting
- Predictive business performance modelling

Interactive Exercise

Participants redesign a future finance department structure.

MODULE 12: CAPSTONE WORKSHOP - BUILDING AN AI-POWERED FINANCE TRANSFORMATION PLAN

Team Activity

Participants work in teams to create:

- AI finance vision
- Priority use cases
- Target KPIs
- AI governance considerations
- Quick wins
- 12-month roadmap
- Change management approach

Final Presentations

Teams present their AI finance transformation strategy.

Tools to cover:

- ChatGPT
- Gemini
- Claude
- Microsoft Copilot
- Microsoft Excel
- Power BI
- IBM watsonx
- SAP Joule
- Oracle Fusion AI
- Microsoft Dynamics 365 Finance
- Anaplan
- BlackLine
- UiPath
- Celonis

Case Studies

- EY global finance operations automation
- IBM Finance journal entry automation
- U.S. Venture AI-assisted financial reconciliations
- Rinnai predictive working capital analytics
- Graebel AI agents for finance operations
- Poloplast integrated financial planning & forecasting
- Anaplan machine learning forecasting
- SAP AI for accounts payable

DELIVERABLES FOR PARTICIPANTS

Participants receive:

- AI for Finance playbook
- Prompt engineering cheat sheet
- AI tools directory
- Finance AI use case library
- AI governance checklist
- AI strategy template
- Workshop exercises
- Capstone templates



TRAINER

PROF. SAMIR EL-MASRI

**Founder & President,
Arab Society for Digital Transformation
CEO, Digitalization**

- Prof. Samir El-Masri is a leading expert in Digital Transformation, with over 30 years of experience spanning academia, global consulting, and executive advisory roles. He is the Founder and President of the Arab Society for Digital Transformation and CEO of Digitalization, with contributions across major sectors such as Oil & Gas, Energy, Finance, Telecom, Healthcare, and Government.
- He holds a PhD in Artificial Intelligence and has published 150+ research papers while holding senior academic positions in France, Japan, Australia, and the Gulf region. His corporate experience includes roles with INPG(France), GE (USA), NTT (Japan), and DWS (Australia).
- Prof. El-Masri is the creator of the DC-METRICS framework, a strategic model adopted by governments and enterprises to drive digital transformation across Mindset, Strategy, Technology, Innovation, Cybersecurity, and more.
- He serves as a consultant to the G20-affiliated Digital Cooperation Organization (DCO), where he contributes to the Annual Report on Digital Economy Trends, supporting policy alignment across member states. In 2022, he was recognized as Instructor of the Year (AI & Digital) in MENA by CertNexus (New York).
- A highly sought-after international keynote speaker, Prof. El-Masri is an authority in AI, Generative AI, Agentic AI, IoT, Cloud, Big Data, and Blockchain. He has delivered hundreds of training programs and authored his latest book “Digital Transformation Unlocked”, a practical guide for digital leaders worldwide.