

Artificial Intelligence in Banking and Financial Services

Course code: AF-002



SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

This course provides a comprehensive foundation in the application of Artificial Intelligence (AI), machine learning, and cognitive modelling within the financial services sector. Designed specifically for professionals in banking, asset management, financial services and governance, it explores how these technologies are reshaping client engagement, risk profiling, predictive analytics, and operational efficiency. Course participants will gain a solid understanding of the fundamental logic behind AI and machine learning within the industry, and how these tools can be applied to better understand client behaviour, assess risk appetite, and tailor services to individual objectives. The course also highlights the transformative potential of AI in enhancing the customer experience across various touchpoints in financial services. In addition to practical applications, such as time-series analysis and predictive modelling, the course also explores the integration of AI with legacy systems, identifying both opportunities and operational challenges.

Why Attend

The course focuses on an interactive approach to knowledge transfer as well as practical studies and engagement of participants in an interactive Q&A format.

Who Should Attend

This course is ideal for anyone in the banking and financial services industry, who are exploring the use of AI to support their role or organization.

— Learning Objectives

- Understand how AI and machine learning can be used to assess client profiles, risk appetite, and financial objectives
- Identify how AI technologies enhance customer experience across various areas of financial services
- Apply AI concepts to time-series analysis and broader predictive analytics
- Evaluate practical challenges and integration issues when adopting AI alongside legacy systems
- Assess gaps between AI expectations and real-world outcomes, including the risk of overpromised benefits

— Course Outline

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Foundations of Artificial Intelligence (AI) and Machine Learning (ML) in Finance

- Introduction to AI and ML
 - Evolution of search algorithms (Google, Microsoft, etc.)
- Overview of cognitive modelling and neural networks
- Supervised vs. Unsupervised learning
- Training vs. Inference
 - Teaching models to learn from data
- Making predictions from trained models

— Upcoming Classroom Dates

DATE	LOCATION	FEE
12 - 16 October 2026	Vienna - Austria	€2,125
9 - 13 November 2026	Barcelona - Spain	€1,925
14 - 18 December 2026	Paris - France	€2,250
18 - 22 January 2027	London - United Kingdom	€2,100
15 - 19 February 2027	Amsterdam - Netherlands	€2,125
15 - 19 March 2027	London - United Kingdom	€2,100
19 - 23 April 2027	Istanbul - Türkiye	€1,425
17 - 21 May 2027	Vienna - Austria	€2,125

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.