

AI in Banking Seminar

June 16

Wyndham Executive Center Columbia, Mo.



ABOUT THE SEMINAR

This full-day AI in Banking seminar begins with an interactive GenAI masterclass for bankers, focused on practical, hands-on use of generative AI for everyday writing, research, communication, and problem-solving, with peer discussion and real-world examples. The program continues with a session on AI-driven fraud detection, covering real-time monitoring, behavioral analytics, and how banks can integrate these tools into existing workflows to combat evolving threats. Later, attendees will explore the rise of “digital employees,” examining how agentic AI can perform complex banking functions such as credit analysis, compliance monitoring, onboarding, and fraud investigation, while addressing governance, integration, and hybrid workforce design. After lunch, the seminar shifts to financial innovation, highlighting how AI agents can personalize customer experiences and strengthen satisfaction and loyalty. The day concludes with a capstone session on leading responsible GenAI adoption, offering practical guidance, peer insights, and frameworks to help banks move from experimentation to sustainable, organization-wide use of generative AI.

SCHEDULE

8 a.m. **Registration**

8:30 – 10 a.m.



Welcome & General Session

AI Masterclass: GenAI for Bankers

Ben Udell, Founder | Ben Udell Consulting LLC

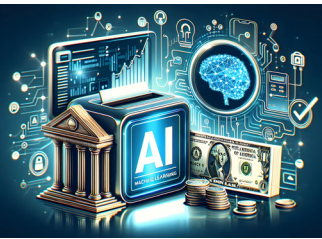
AI is everywhere in banking conversations, yet most professionals still have not translated that exposure into everyday use. This masterclass is built to close that gap. It is designed for banking professionals who want to move beyond awareness and begin applying GenAI with clarity, confidence and control, regardless of their starting point.

In this highly interactive session, you will engage in a structured mix of live demonstrations, guided hands-on application and peer-driven discussion. The focus is practical and immediate. You will work through real examples across writing, communication, research, summarization and problem-solving, seeing exactly how GenAI can support the work you do every day. No personally identifiable information is required, and no technical background is assumed.

Bring a laptop or tablet to participate in hands-on exercises! Learn practical techniques, usable prompts and a clear path to begin applying GenAI immediately while gaining insight into how peers are using GenAI today, what is and isn't working and how they are navigating adoption within their institutions.

WHO SHOULD ATTEND

Ideal for finance managers, compliance officers, risk managers, business analysts, IT and data professionals, developers, executives and any finance professional looking to use AI responsibly. This course is for those who want to reduce compliance risk, improve decision-making and stay ahead of evolving financial regulations.



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SCHEDULE

10 – 10:15 a.m. **Break & Vendor Showcase**

10:15 – 11:15 a.m. **Stay Ahead of Fraud: AI Strategies That Work**



Sriram (Sri) Tirunellayi, Director of Applied AI | Abrigo

This session will focus on practical, AI-driven approaches to detecting and preventing fraud in real time, including transaction monitoring, anomaly detection and behavioral analytics. Discover how these tools can adapt to evolving fraud patterns and emerging threats across channels. The discussion will highlight how banks can operationalize these capabilities within existing workflows to strengthen defenses without adding friction to the customer experience. University of Missouri Food and Agricultural Policy Research Institute

11:15 – 11:30 a.m. **Break & Vendor Showcase**

11:30 a.m. – 12:30 p.m. **Digital Employees: The Next Workforce Revolution in Banking**



Jason Rincker, Chief Revenue Officer | Stronghold Data

Agentic AI is moving beyond chatbots and automation into something far more transformative — digital employees that can reason, act and complete complex workflows across systems. Explore how banks can deploy AI agents to handle credit analysis, compliance monitoring, customer onboarding, fraud investigation and internal operations—securely and at scale. This session will address governance, risk, integration with core systems and what it takes to design a hybrid workforce where human bankers and AI agents collaborate to drive efficiency, reduce cost and enhance customer experience.

12:30 – 1:15 p.m. **Lunch**

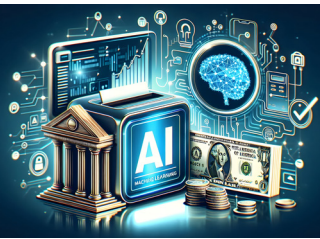
1:15 – 2:15 p.m. **Leveraging AI for Financial Innovation: Creating Personalized Customer Experiences with AI Agents**



Alec Crawford, Founder & CEO | Verapath

This session explores the transformative potential of AI agents in revolutionizing customer interactions in banking. Learn how financial institutions can harness AI to deliver personalized customer experiences, thereby enhancing customer satisfaction and loyalty.

2:15 – 2:30 p.m. **Break & Vendor Showcase**



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SCHEDULE

2:30 – 3:45 p.m.

Leading Responsible GenAI Adoption Ben Udell



GenAI adoption in banking is a leadership challenge disguised as a technology problem. Many banks already have access to GenAI tools yet struggle to move from isolated experimentation to consistent, organization wide usage. Others remain uncertain about how to proceed or are held back by concerns around personally identifiable information and risk.

This session will help leaders and practitioners think critically about how to responsibly turn GenAI into a real, operational capability within their bank. The focus is on how to get started or accelerate usage in a way that is practical, responsible and sustainable. Grounded in both front-line experiences and peer perspectives, attendees will examine what is working, where banks are getting stuck and the specific actions that are helping teams build momentum. This includes how to support employees as they develop confidence, balance governance with progress and encourage adoption across roles where usage is highly individualized. Gain a clearer framework, practical ideas and insights from your peers to help your institution move beyond interest and into consistent, meaningful use of GenAI.

3:45 p.m. **Adjourn**

SPONSORSHIP OPPORTUNITIES & VENDOR SHOWCASE

Vendor Showcase – \$800

Includes a tabletop display and one complimentary registration. Limited to the first 10 participants.

Silver-Level Sponsor – \$1,500

(Choice of continental breakfast, candy station, or refreshment break) Includes a tabletop display, one complimentary registration, and recognition in the official event brochure.

Exclusive Gold-Level Lunch Sponsor – \$2,000

Includes a tabletop display, one complimentary registration, a five-minute speaking opportunity during the lunch session, and recognition in the official event brochure.

To reserve a sponsorship or tabletop display, please complete the registration form. For more information, contact Tina Woehr at twoehr@mobankers.com.

CONTINUING EDUCATION

American Bankers Association (ABA) Professional Certifications has approved AI in Banking Seminar for:

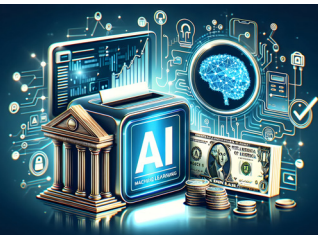
6 CRCM, CERP, 1.25 CAFP, CFMP credit. APPROVED NON-ABA CE search for training will appear as: Missouri Bankers Association | AI in Banking Seminar

CPE will be granted to registered attendees upon request.

Specialized Knowledge:
6.5 credits

Instructional Delivery Method:
In-person





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GENERAL INFORMATION

Registration Information

Payment by Phone, mobankers.com or Invoice Fees

MBA-Member: First Registrant - \$325 | Each Additional (per person) - \$300

Nonmember: \$1,300

Contact the [MBA Education Department](#) for group discount.

The cost of meals included in this registration fee for this seminar is \$45. This information is provided for your bank's tax records, in keeping with the IRS 50% deductible provisions under Section 274(n) of the Internal Revenue Code.

**Fees include meals, reception, refreshment breaks and conference materials. These fees do not include hotel accommodations.*

Cancellations/Refunds

Full refunds will be granted for cancellations received by MBA at least 10 days before the conference date. After that date, an administrative fee of \$20 per canceled registration will be retained. Cancellations will not be accepted five days before the conference. Substitutions are always permitted.

Hotel Information

The seminar will be held at the Wyndham Executive Center in Columbia. Overnight accommodations are available at the hotel.

Wyndham Executive Center
2200 Interstate 70 Drive SW
Columbia, MO
573-445-8531

Hotel Group Rate of: \$129 per night
Cutoff Date For Room Block: Tuesday, May 16, 2026

Be sure to state you are attending the Missouri Bankers Association's AI in Banking Seminar.

Room availability is not guaranteed after the cutoff date, and room rates may revert to the published rate. Early reservations are encouraged!

Disabilities and Food Restrictions

If you have any disabilities or food restrictions that require special assistance, send a brief message explaining how we may best accommodate your needs to elawson@mobankers.com or call 573-636-8151.

Image Use Policy

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REGISTRATION FORM

Please PRINT or TYPE below. You may photocopy this form for additional registrants.

Organization Information _____

Bank _____

Address _____ City/State/ZIP _____

Phone _____

Name of Attendee _____

Name _____

Title _____

Email _____

Name of Attendee _____

Name _____

Title _____

Email _____

Name of Attendee _____

Name _____

Title _____

Email _____

Method of Payment _____

- First Registrant.....\$325 # _____ \$ _____
- Each Additional.....\$300 # _____ \$ _____
- Nonmember.....\$1,300 # _____ \$ _____

SPONSORSHIPS

- Vendor Showcase.....\$800 # _____ \$ _____
- Silver Sponsor.....\$1,500 # _____ \$ _____

Choose one:

- breakfast candy station refreshment break

- Gold Sponsor.....\$2,000 # _____ \$ _____

Total Amount Due \$ _____

- Invoice the bank.
- Credit Card Payment* (Please type.)

Exp. Date _____ CVV _____

No. _____

Type Name _____

Signature _____

Three Ways to Register



573-636-8151



mobankers.com



Mail check payable to Missouri Bankers Association and form to:

Missouri Bankers Association
P.O. Box 57
Jefferson City, MO 65102

***Contact the MBA Education Department for group discount.**

***Fees include meals, reception, refreshment breaks and conference materials. These fees do not include hotel accommodations.**

***Vendor Showcase, Silver and Gold Sponsorships come with one complimentary conference registration.**