



GenAI for Finance Professionals

A public workshop by PwC's Academy

In today's AI-driven era, finance professionals can harness Generative AI (GenAI) to enhance productivity, analytical rigour, and decision-making. This one-day interactive workshop provides practical exposure to using GenAI in finance-related workflows without requiring technical expertise.

Participants will explore proven frameworks, hands-on tools, and guided activities to responsibly integrate GenAI into their day-to-day finance work, while maintaining professional judgement and data integrity.

Who is this for:

Finance professionals

Accountants and finance executives

Finance business partners, analysts, and controllers

Professionals supporting finance teams

What's In It For You?

- Practical GenAI techniques to work faster and smarter in finance workflows
- Hands-on prompting and tools you can use immediately on real finance tasks
- Clear guardrails to use GenAI responsibly while maintaining professional judgement

Available session:

1 day

19 May

Tuesday

9.00 AM – 5.00 PM

PwC Malaysia, Menara TH 1 Sentral

(Early Bird ends: 20 April 2026)

For more information, contact my.academy@pwc.com

Register Now

Our Speakers:



Wee Lay See
PwC's Academy
Digital Academy Lead



Jeyschalini Edward
PwC's Academy
Development Consultant

Registration fee:

Public Workshop Only

RM 2,500

per participant
(inclusive of service tax)

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10% off

- **Early Bird Registration;** or
- **Multiple Module Selection;** or
- **Group Registration** (3 or more people, single module).

15% off

Group Registration (3 or more people with multiple modules)

Note: Discounts are not cumulative; only the higher discount applies.

Programme Details



Time	Session
9:00 AM	Welcome and Today's Landscape – Opportunities & Challenges in Finance
10:15 AM	GenAI Essentials <ul style="list-style-type: none"> Introduction to GenAI – what it is and what it is not? (Case examples across the industries) Tools overview: ChatGPT, Claude, Copilot, Perplexity, etc.
10:30 AM	Break
10:45 AM	Prompting Essentials: From Fundamentals to Advanced Techniques <ul style="list-style-type: none"> Prompting fundamentals across daily workflows through different prompting techniques. Hands-on: Translating vague prompts into engineered prompts and comparing outputs (blind prompting vs prompt engineering).
12:00 PM	Lunch Break
1:00 PM	Beat-the Bot <ul style="list-style-type: none"> A gamified approach to build human judgment and human-in-the-loop practices when using GenAI
2:00 PM	Use cases for Finance Functions <ul style="list-style-type: none"> Explore use case centric prompting for various day-to-day applications such as building agents, GenAI as ExcelGuru, Variance Analysis, GenAI as a Strategic Narrator etc.
3:15 PM	Break
3:30 PM	Ethics and Responsible AI
4:00 PM	Build Your Personal AI Guide <ul style="list-style-type: none"> Guided framework: Identify, define and curate your personal prompt guide + tool stack
4:40 PM	Reflection and Next Steps
5:00 PM	Close



Scan or [click](#) to register

For group registration, kindly provide participants' names by emailing my.academy@pwc.com

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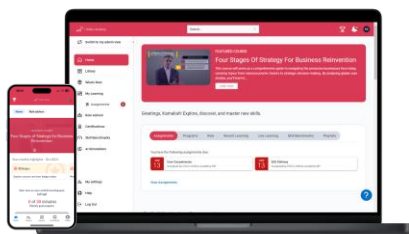
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