



GenAI For Investment Professionals: PRACTICAL APPLICATIONS

20th November 2025, THU | 9:00 AM – 5:00 PM | Concorde Hotel, Kuala Lumpur



DELIVERY MODE

Physical



COURSE LEVEL

Intermediate



CPE POINTS EARNED

10 CPE Points

Get in Touch

This course is organized by CFA Society Malaysia & managed by A.B. Maximus

CFA Society Malaysia

Menara BT, Common Ground, Level 1, Tower 3, Avenue 7
Horizon 2, Bangsar South, 8 Jalan Kerinchi, 59200 Kuala Lumpur
Amanina Hidayah Abdul Hambali | cfamevents@cfamalaysia.org
Tel: 03 9213 1631

A.B. Maximus

7 Temasek Boulevard, #12-07, Suntec Tower
One, Singapore 038987
Andrew Jong | andrew.jong@abmaximus.com

**Brochure,
Registration &
Other Courses**



COURSE OVERVIEW

This course is designed to equip investment professionals with practical GenAI skills that enhance their research, analysis, decision-making, and communication capabilities. Participants will learn how to leverage GenAI tools to streamline their research processes, extract key insights from data, and understand market trends. The course will also cover techniques for improving decision-making through risk management, scenario analysis, and opportunity evaluation. Additionally, participants will develop effective communication strategies to present their findings and recommendations to internal and external stakeholders. By the end of the course, investment professionals will be able to boost their efficiency and effectiveness in their day-to-day roles, leading to better outcomes and performance.

COURSE OBJECTIVES

- Research:** Enable professionals to streamline their research processes, allowing them to gather and analyze data more efficiently.
- Analysis:** Enhance their ability to extract key insights from data, making it easier to understand market trends and make informed decisions.
- Decision-Making:** Improve their decision-making capabilities by providing tools and techniques for risk management, scenario analysis, and opportunity evaluation.
- Communication:** Strengthen their communication skills by teaching them how to create effective and concise reports and presentations for internal and external stakeholders.
- Efficiency and Effectiveness:** Ultimately, these skills will boost their overall efficiency and effectiveness in their day-to-day roles, leading to better outcomes and performance.

COURSE REQUIREMENTS & METHODOLOGY

Face-to-face lecture with interactive activities (MCQ and hands-on exercises)

- **Laptop:** Participants must have a laptop without corporate restrictions to sites like ChatGPT.com or Google Gemini.
- **Google Account:** Participants must be able to use Google to log in to ChatGPT.

WHO SHOULD ATTEND?

Investment Analysts | Portfolio Managers | Sales Professionals in Financial Services | Traders (equity or stock market traders) | Others

LEARNING OUTCOMES

After completing the course, participants should be able to:

1. **Develop Practical Prompt Engineering:** Learn various prompting techniques to generate high-quality outputs from GenAI tools tailored to specific needs.
2. **Apply GenAI to streamline research,** extract key insights, and understand market trends with real-world data.
3. **Evaluate investment opportunities** using GenAI for risk management, scenario analysis, and opportunity evaluation to enhance investment decisions.
4. **Demonstrate Efficiency and Communication:** Learn to use GenAI to automate tasks, summarize findings, and create effective communications for internal & external stakeholders.

LOK YEKSOON

A VISIONARY IN TECHNOLOGY
& INVESTMENT



Background:

YekSoon is a proven leader in venture capital and digital transformation, with over 20 years of experience nurturing groundbreaking innovations in ClimateTech, FinTech, MedTech, SpaceTech, and Enterprise Software.

Key Achievements:

- ❑ Led the Generative AI (GenAI) training for Singapore Exchange's Remisier Development Programme (RDP), empowering 2000+ remisiers.
- ❑ Managed SLAILAB, incubating 52 AI enterprises and raising more than CNY 800M.
- ❑ Achieved **5 major exits** from companies like 3PAR, RightNow, RedHat, Twilio, and Cloudflare.
- ❑ Early investor in **blockchain pioneers** Bitcoin, Ethereum, and Stellar Lumens.

What Sets Him Apart:

- ❑ **AI Trailblazer:** Backed game-changing startups like TrustPortal (hyper-automation), CrowdZ (AI-powered SME financing), and Pattern (robo-advisors).
- ❑ **Educator at Heart:** Designed and delivered practical courses on AI and digital transformation at global institutions, including NUS, NTU, and Shanghai Jiao Tong University.
- ❑ **Industry Voice:** Featured in the Financial Times for his insights on stablecoins and blockchain.

YekSoon helps organizations and individuals navigate technological change, offering actionable strategies to stay ahead in an evolving landscape.

YekSoon is a sought-after speaker who brings unmatched expertise in digital transformation, AI, IoT, Robotics, and Blockchain to your team or audience.

COURSE OUTLINE

Module 1: Demystify AI and Machine Learning

This module provides a foundational understanding of **artificial intelligence (AI)** and **machine learning (ML)**. Participants will examine core concepts, essential terminology, and the historical evolution of these technologies. They will also review real-world applications and case studies, delving into different types of AI and ML, and explore ethical considerations. This is a key module to ensure participants understand how to apply this technology in a responsible way.

- ✓ Participants will learn the core concepts of AI and machine learning.
- ✓ The module will cover different types of AI and ML, and how to apply this knowledge in a professional context.
- ✓ Participants will understand the ethical considerations of using AI in financial settings.

Module 2: Prompt Engineering (CO-STAR, APE, ERA / Inquiry)

Participants will master practical techniques in prompt engineering to achieve high-quality, targeted outputs from GenAI tools. This module will introduce the **CO-STAR**, **APE**, and **ERA frameworks**, and other inquiry-based techniques, providing a structured approach to crafting prompts. Investment professionals will learn how to formulate effective prompts tailored to their specific needs, resulting in accurate insights.

- ✓ Participants will learn to use CO-STAR, APE, and ERA frameworks for prompt engineering.
- ✓ The module will cover practical exercises to develop effective prompting techniques.
- ✓ Participants will apply these prompting techniques in their own research and analysis workflows.

Module 3: AI Tool for Financial Research (Smart Summary - Case Study - EV Batteries)

This module will explore GenAI tools for streamlining financial research, focusing on the **'Smart Summary' technique**. Through a practical case study on the **electric vehicle (EV) battery** sector, participants will learn to apply these tools to extract key insights, analyze data, and quickly understand industry trends. Participants will also identify the benefits of using GenAI for research tasks and improve the speed at which they gather and interpret data.

- ✓ Participants will learn to use GenAI for streamlined financial research.
- ✓ The module will cover the 'Smart Summary' technique in detail, as well as tools for efficient data analysis.
- ✓ Participants will apply their learning via a case study, enabling them to use what they have learned immediately.

Module 4: GenAI for Enhanced Research, Analysis, and Idea Generation

Building upon Module 3, this module will demonstrate how to use GenAI for enhanced research, analysis, and idea generation. Through a case study focused on **CATL**, a leading battery manufacturer, participants will learn to use GenAI for targeted research. They will also assess revenue growth, future outlook, and industry trends, and generate innovative investment ideas. Participants will be able to use these techniques for strategic decision-making in their roles.

- ✓ Participants will learn advanced research and analysis techniques using GenAI.
- ✓ The module will cover practical applications using a real-world case study on CATL.
- ✓ Participants will generate new investment ideas based on real world data.

Module 5: GenAI for Market Analysis, Risk Management and Trading Strategies

This module will apply GenAI tools for **market analysis** and **risk management**. Participants will examine the impact of political speeches on market dynamics, analyzing potential risks and generating actionable trade ideas. The module will emphasize the use of GenAI to formulate informed trading strategies based on the analysis of diverse datasets and signals, helping them mitigate investment risk.

- ✓ Participants will learn how to analyze market trends and risks using GenAI.
- ✓ The module will cover practical techniques for formulating informed trading strategies.
- ✓ Participants will apply GenAI tools to generate trade ideas based on analysis of datasets and signals.

Module 6: Using GenAI for Enhancing Communications

This optional module will focus on using GenAI to enhance communication effectiveness. Participants will learn to leverage the **'Smart Summary'** format to create efficient and targeted communication strategies for both internal and external stakeholders. Participants will be able to tailor their communications to different audiences while maintaining a professional approach.

- ✓ Participants will learn to use GenAI for efficient and effective communications.
- ✓ The module will cover the 'Smart Summary' format for impactful communications.
- ✓ Participants will demonstrate their understanding by applying these techniques to communication examples.

Registration Form: GenAI for Investment Professionals: Practical Applications

CATEGORY	STANDARD FEES (PER PAX)	REMARKS
Public (Individual)	MYR 2,500.00 net	Fees inclusive of training materials, lunch and tea breaks

Name (Mr/Mrs/Ms/Dr)*: _____ NRIC*: _____

Participant's Email*: _____ Participant's Mobile number*: _____

CMSRL OR ERP Number*: _____ Designation*: _____

Company's Name*: _____ Dietary Preference*: ☐ Vegetarian ☐ Non vegetarian

Mailing Address: _____

City: _____ State: _____

Postal : _____ Require CPE Credits (please circle)* : YES / NO Asterisk (*) – Compulsory

Where / How did you first know about our workshops? (You may tick more than one option below)

- ☐ SIDC website ☐ A.B. Maximus / CFA Society Malaysia EDM ☐ A.B. Maximus / CFA Society Malaysia Website ☐ HR / L&D Departments
- ☐ Past Delegates ☐ Others, please specify _____

Payment Mode : [Please check applicable option]

Full Payment of MYR _____ (Grand Total)

☐ Cheque : (made payable to “CFA Society Malaysia”)

Deposit cheque in Malaysian Banks **ONLY**. Please scan and email the **bank-in slip** as proof of payment after deposit.

☐ Bank Transfer : Please provide **payment advice** as proof of payment.

☐ HRD [Employer is required to apply and obtain HRD grant approval **at least 1 week before** start of workshop. Please contact us (via email below) for documentation required for HRD grant application]

Payment and Refund Policy:

Any notice of withdrawal must be given in writing via mail/email:

1. Full refund, less 10% bank admin and admin charges, if notice is given at **least 2 weeks** before commencement.
2. 50% refund of programme fee if notice is given between **1-2 weeks** before commencement. No refund if notice is given less than **1 week** before commencement, or after commencement of the workshop/course.
3. AB Maximus & CFA Society Malaysia reserves the right to reject applications that are not in compliance with the terms and conditions for this course. Delegates with a different name from the registered name will not be allowed to enter the workshop venue.
4. No replacement of delegates once the workshop/course commences. Delegates who leave early will **NOT** be given the SIDC CPE points.
5. Delegates without prior payment or Letter of Undertaking (LOU) received from delegates' company will not be allowed to enter the workshop venue or be provided with the access to the Online Course.
6. Delegates who cannot attend the workshop/course due to medical or any urgent matters are still liable to the full payment. Replacement from the same company is allowed, provided HR/L&D informed AB Maximus or CFA Society Malaysia in writing with minimum of **5 Working Days** prior to the commencement of the workshop/course.
7. Last minute or late registration delegates will have to pay the full Standard Fees. Acceptance of last minute or late registration delegates will be at the sole discretion of AB Maximus & CFA Society Malaysia and subject to availability of seats.



AB MAXIMUS
Capital Markets Training

I understand and agree to the terms and condition stipulated above

Signature: _____ Date: _____

Please email registration form(s) to cfamevents@cfamalaysia.org (Attention to: Amanina Hidayah Abdul Hambali)