

Business Future Series

BFS3: Artificial Intelligence & Ethics for Directors

Target Audience	: Directors and senior management seeking to better understand ethical considerations in the adoption of artificial intelligence and governance frameworks.
Date	: 28 July 2021
Time	: 9.00 am to 1.00 pm
Venue	: M Hotel Singapore
Cost	: SID Member: S\$450 (excl. GST); S\$481.50 (incl. GST) Non-SID Member: S\$620 (excl. GST); S\$663.40 (incl. GST)
CPD	: 4 hours

Rapid innovation and artificial intelligence (AI) are changing the way business is conducted. This highly interactive session challenges directors to critically question the role of AI in the evolving future. The module explores practical methods to identify ethical concerns of AI implementation and fair use of data. Participants will gain an understanding of the fundamental aspects of creating ethical AI, including understanding bias, explainability and data privacy. Participants will also have the opportunity to discuss the identification of risks and mitigation through case studies, in small group settings. Sharing of experiences and challenges encountered in the face of a rapidly changing AI-enabled trading environment form part of the learning.

Course Objectives

1. Understand what ethical implementations of AI implies.
2. Learn about the potential risks and impact on society when ethical considerations are not used in AI development.
3. Equip participants with tools and frameworks that can be utilised in the adoption of fair and ethical AI within the organisation.

Programme

8.30 am	Registration
9.00 am	Introduction by SID
9.10 am	What is AI?
9.40 am	Why do we talk about AI ethics?
10.25 am	Break
10.55 am	Overview of current regulations and frameworks in Singapore
11.05 am	Breakout: Case study 1 and group discussion
11.35 am	How to create Trusted AI
12.05 pm	Breakout: Case study 2 and group discussion
12.35 pm	Open discussion and Q&A
12.55 pm	End of Programme (Lunch provided)

Speakers & Panellists



Marie-Claude Ferland
APAC Consulting, Associate Partner, AI Strategy Lead
Ernst & Young Advisory

Ms Marie-Claude Ferland is the AI Strategy leader for EY in APAC. She has more than 15 years of experience related to AI, modelling, financial engineering, risk management and transformation. She advises global companies on their transformation to help leverage data with advanced technologies such as analytics and artificial intelligence to increase data-driven decision making in the financial, government and resource sectors. Before joining EY, she was leading the APAC solution team at Element AI, a prominent AI startup. Before that, she also worked at Rio Tinto, Deloitte, Barclays Capital and Hydro-Quebec in different roles related to market risks, data analytics and AI strategy.



Kirsten Kerrigan
Manager, ASEAN Intelligent Automation COE
Ernst & Young Advisory

Ms Kirsten Kerrigan is a member of the intelligent automation center of excellence in Singapore, responsible for leading the solution in ASEAN. Her focus is on the emerging technology ecosystem including AI, machine learning and blockchain. Her background is based in data analytics, big data and AI solution design. She is passionate about business transformation through the adoption of new technologies. She uses her extensive practical experience in data, analytics and AI to architect solutions to business problems. Her current role is designing how business can effectively implement AI through cognitive automation.

Registration

Please register online at www.sid.org.sg by **22 July**.

Course Enquiries

Email: events@sid.org.sg

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Upon successfully enrolling for the course, you are deemed to have read and accepted SID's Terms and Conditions.