



**INDIANA
BANKERS
ASSOCIATION**

**June 22, 2026
Hybrid Training**

AI at the Helm of HR: Practical Applications of AI for HR Professionals in Community Banking

Join Eric Cook for an advanced dive into the transformative role of Artificial Intelligence (AI) in human resources within community banking. Building on the success of his Marketing AI Bootcamp series, this all-new, full-day session is designed specifically for HR professionals seeking to better understand and apply AI in their day-to-day responsibilities. Whether you're a department of one or part of a growing HR team, you'll walk away with practical, bank-relevant insights and real-world strategies to improve efficiency, reduce risk, and better support your institution's most valuable asset—its people. With over three decades of experience in both community banking and digital innovation, Eric brings a unique and trusted perspective on how AI is transforming recruiting, compliance, training, workforce development, and employee engagement. This hands-on session combines strategic guidance with actionable tools to help HR leaders embrace AI with confidence, navigate ethical and compliance considerations, and future-proof their roles in a tech-driven world. From building custom AI assistants and automating policy documents to exploring predictive analytics for employee retention and using AI to personalize training and onboarding, this session is packed with ideas you can put to work immediately.



PROGRAM PRESENTER

Eric Cook

WSI & The LinkedBanker

Eric Cook is a self-proclaimed “recovering banker” who spent 15 years in community banking before pivoting in 2007 to launch a second act in digital strategy. An award-winning web designer and digital agency owner with WSI, Cook’s passion is helping community banks master the digital space through AI-enabled strategies, social media education, custom website development and more. Cook is also the founder of The LinkedBanker, a members-only mastermind and mentoring community that helps banking professionals build their personal brand and stay relevant in the digital age. Cook is a frequent conference speaker, serves as a faculty member for several national and state banking schools, and has been the facilitator for CBAI’s Marketing Group Forums since 2019.

Topics

- Establishing a strong foundation in generative AI and understanding the capabilities of tools like ChatGPT, Microsoft Copilot, and Perplexity;
- Automating repetitive HR tasks, including employee FAQs, internal communications, and compliance documentation;
- Using AI in recruiting: writing better job descriptions, screening resumes, and enhancing candidate engagement;
- Creating more effective onboarding and training through AI-generate microlearning and adaptive content;
- Tracking sentiment and predicting retention risks with data-driven insights;
- Exploring the ethical implications of AI in HR, including policy development and employee transparency;
- Building a responsible AI strategy tailored to your bank’s values and workforce culture; and
- Exploring real-world HR use cases from other banks and participating in hands-on prompt-building labs.

***Register Online at
indiana.bank***

**IBA Center for
Professional Development**

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Who Should Attend

This session is ideal for HR professionals at all levels, from generalists to CHROs, Compliance officers involved in employee oversight, Training & development leads, Executive and senior leadership interested in strategic workforce planning, Anyone in the bank tasked with managing people, culture, or talent development. Whether you’re already using AI or just getting started, this workshop will provide the knowledge, confidence, and tools you need to bring practical AI applications back to your institution.

Program Agenda

(Times are in EST)

Monday, June 22, 2026

8:30 a.m. - Registration &
Continental Breakfast

9:00 a.m. - Program Begins

12:00 p.m. - Lunch

4:00 p.m. - Program Adjourns

Info & Fees*

\$499 All Members

\$479 Second Attendee from the Same Institute

\$998 All Non-Members

Registration fees include the program, materials, continental breakfast, lunch and refreshments each day. Participation in IBA programs is limited to members, associate members and non-members from an eligible membership category at applicable member or non-member rates. A 100% surcharge for non-members will be applied.

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Dept. 32

Attendee 1

Name: _____

Bank: _____

Email: _____

Phone: _____

Attendee 2

Name: _____

Bank: _____

Email: _____

Phone: _____

Attendee 3

Name: _____

Bank: _____

Email: _____

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Payment Information - Total payable to the IBA Foundation, Inc.

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Cancellation Policy:

Within three or more business days prior to the day of an educational program, no cancellation charge will be assessed. Within two days prior, 50% of the fee is assessed. Refunds are not provided for cancellations or absences on the day of the program. Substitutions are welcome at any time.

