



The EUROPEAN SUPERVISOR EDUCATION INITIATIVE (ESE)

presents the online seminar

“The Rise of Finfluencers: Regulation, Technology and Practical Supervisory Insights”

via WebEx on Wednesday, 25 November 2026

OBJECTIVES

The objective of the web-seminar is to provide participants with an overview of the growing phenomenon of financial influencers (“finfluencers”), their role in financial markets and the relevant regulatory framework, with particular focus on the rules governing investment recommendations.

The web-seminar will also present relevant ESMA and CNB activities and the CNB’s practical experience with using technology and AI to monitor investment-related content, particularly long-form YouTube videos. The seminar will also cover the latest 2026 trend of finfluencer investment apps and AI-powered tools.

The web-seminar should help participants better understand the regulatory and practical challenges associated with influencers, as well as the opportunities and limitations of AI-enabled supervision.

TARGET GROUP

The training is primarily designed for supervisory experts dealing with conduct of business, investor protection, market conduct and investment services.

Taking into account the cross-cutting nature of social media monitoring and the increasing use of technology and AI in financial supervision, the web-seminar might also be of interest to experts involved in SupTech, data analytics and other areas of technology-enabled supervision.

FORMAT

Presentations and discussions. The training will have a duration of 90 minutes.

TRAINERS

Supervisory experts from Czech National Bank.



EUROPEAN SUPERVISOR EDUCATION INITIATIVE

ESE Web Seminar

“The Rise of Finfluencers: Regulation, Technology and Practical Supervisory Insights”

PROGRAMME

Tuesday, 25 November 2026

9:00- 9:05 Welcome and Introduction

*Ondrej Libosvar, CNB, Director, COB Supervision Division
and member of ESE Program Council*

9:05-9:30 The Rise of Finfluencers - Understanding the Phenomenon and its Market Relevance

9:30-09:50 Regulatory Framework and Supervisory Response

09:50-10:15 From Regulatory Challenges to AI-Enabled Supervision - CNB Practical Experience

10:15-10:25 Lessons Learned and Discussion with Participants

10:25-10:30 Wrap up and conclusions

CNB Lecturers:

Jindrich Müller, Alena Eichova - Supervisory Experts, Financial Market Supervision Department



EUROPEAN SUPERVISOR EDUCATION INITIATIVE

ORGANISATIONAL INFORMATION

REGISTRATION

Please register via the ESE website:

<https://www.ese-initiative.org/ease-en/trainings/online-registration>

- Registration Deadline: 31. October 2026

Confirmations and the Link for participation will be sent after the registration deadline. Enrollment is free of charge.

The web seminar will be delivered via WebEx.

WEB SEMINAR ORGANISATION & HOSTING

Czech National Bank

Mr Jan Malek

Professional and Social Events Unit, Administration Department

GSM: +420 736 524 419

Email: jan.malek@cnb.cz or conference@cnb.cz

In case of any questions regarding the organisation, you may also contact:

ESE Secretariat at Deutsche Bundesbank, Head Office Frankfurt a.M.

Email: ese-initiative@bundesbank.de

ABOUT ESE

The European Supervisor Education Initiative (ESE) is an alliance of central banks and supervisory authorities in Europe with the objective to further qualify financial supervisors in Europe. Its members are Banque centrale du Luxembourg, Czech National Bank, De Nederlandsche Bank, Deutsche Bundesbank, German Federal Financial Supervisory Authority and Oesterreichische Nationalbank.

ESE is committed to high level training based on uniform standards to enhance financial supervisors' knowledge and skills and to promote a common European supervisory culture and practice. The initiative offers a modular seminar programme for banking, insurance and securities and markets supervisors, financial stability analysts and economists from central banks and supervisory authorities in Europe.