

Workshop Outline

Topic 1: Introduction to AI

Participants will dive into the definition and basic concepts of Artificial Intelligence. Participants will be provided with an overview of AI applications in education, marketing, and small businesses.

Topic 2: Best Practices & Challenges

Participants will discuss effective strategies for integrating AI. They will also be tasked with identifying potential challenges and solutions. Facilitators will share best practices from diverse perspectives.

Topic 3: AI in Education

Participants will analyse the andragogical benefits of AI. Participants will be introduced to AI tools for personalised learning experiences. Facilitators will also dive into the ethical considerations in AI-enhanced education.

Topic 4: AI in Small Business

Participants will explore operational efficiency through AI. Participants will dive into customer relationship management with AI. Participants will also practise implementing AI on a budget for small businesses.

Topic 5: AI in Marketing

Participants will explore the role of AI in marketing strategies, engage with tools for data analysis and customer engagement. Participants will also assess and analyse case studies of successful AI-driven marketing campaigns.

Topic 6: Ethical Considerations in AI

Participants will engage in meaningful discussions about the ethical consideration surrounding AI applications in education, marketing, and small businesses. Participants will also learn best practices for responsible AI use to ensure positive outcomes and mitigate potential challenges.

Don't miss this opportunity to enhance your career and business!

Register at: <https://forms.gle/XR6dBhyoyhwfpbGJ9>