

# ARTIFICIAL INTELLIGENCE (AI) IN BUSINESS **+****x**

*With the advancement of technologies like AI, experts believe the workforce is undergoing a fourth industrial revolution. How should companies react?*

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Generative artificial intelligence is being increasingly adopted by companies and entire industries. However, the tool remains a mystery to many people. This program offers working professionals a comprehensive understanding of the technology, its practical applications, and ethical considerations through a hands-on, experiential environment.

The session begins by demystifying Generative AI, outlining its types, and presenting leading tools such as OpenAI's ChatGPT series and DALL-E, Microsoft's Copilot, and more. The training then delves into real-world applications, showcasing successful implementations across industries and providing step-by-step guidance on using Generative AI for tasks like content creation, customer service automation, and strategic planning. The session also emphasizes the value AI adds to businesses and the relevant ethical considerations such as addressing biases in AI systems, data management, and the balance between automation and human labor.



## **Participants will walk away with these skills:**

- Understand Generative AI, including its types and current tools
- Utilize Generative AI for various business tasks
- Explore how Generative AI can help companies and industries achieve growth and optimization
- Recognize ethical considerations surrounding Generative AI
- Develop a roadmap for integrating Generative AI into business processes, ensuring responsible usage, and staying ahead of evolving trends and regulations

## **Duration:**

This program consists of one full-day, in-person session.

**Cost: \$695 General Registration**

**Select Discounts Available**

**0.6 CEUs will be issued for this program**

## **Audience:**

Professionals in any industry who want to explore and gain knowledge about artificial intelligence.