

AI-WORKSHOP

for your marketing strategy





OUR AI WORKSHOP PROVIDES IN-DEPTH KNOWLEDGE ABOUT ARTIFICIAL INTELLIGENCE AND ITS POTENTIAL APPLICATIONS IN MARKETING.

WHAT'S INCLUDED?

In an interactive workshop, participants will learn about various AI programmes, their use cases and how they can complement their marketing strategy.

Case studies and real-life examples will help to recognise potential use cases for AI. Ethical and legal aspects are also covered. Upon completion, you will be able to develop your own AI-supported strategies to gain a competitive advantage.

YOUR ADVANTAGES:

-  Interactive sessions
-  Practical exercises
-  Get to know innovative solutions
-  Gain a competitive edge

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