

## Workshop 1

# Integrating AI into Businesses

**PRICE:** \$500 / participant**DURATION:** ½ day**FOR:** High level executives / managers

## DESCRIPTION

The future of a company in the AI field is built with the right strategic decisions of today. Knowing how to seize the good opportunities of AI is a guarantee of competitive value for a company.

What are these opportunities? What can AI do for a business? How to start implementing AI in a business? What will be the added value?

This half-day workshop aims to answer these key questions and much more! It allows high-level executives to understand the fundamental concepts of AI and to have a clear vision of the opportunities that AI could bring to their businesses.

The workshop is divided into two parts:

- Understanding and demystify the world of AI by presenting the fundamentals through real-world applications.
- Strategic issues of integrating AI into businesses: presentation of the implementation process, an effective roadmap and the legal aspects related to ethics, rights, and responsibilities.

## LEARNING OBJECTIVE

The participants will finish the workshop with:

- A clear understanding of AI and its real opportunities
- A strategic vision on how to implement AI projects in a company
- The main phases of an AI project
- Overview of potential applications of AI in their business sectors
- An understanding of the legal aspects of AI

## COURSE OUTLINE

- Reality or science fiction, what is AI?
  - Definitions, concepts, and approaches
  - Challenges and strategic issues
- Applications and real-life cases
- Where are the opportunities?
  - Ask the right questions
  - Identify the business potential
  - Impacts of AI on the company's strategy
- Ethics, Rights, and Responsibilities of AI
- Integrating AI into Business Models
  - Implementation process
  - Strategic roadmap
  - Key factors of success