

WORKSHOP OVERVIEW:

Generative AI is revolutionizing how businesses operate, offering unprecedented opportunities for growth and innovation. This workshop empowers small business owners and entrepreneurs to harness its transformative power. This dynamic session demystifies Generative AI and provides actionable strategies to implement it across your business. We'll explore core concepts and real-world applications to help you achieve significant results.

WHO SHOULD ATTEND

Small business owners, entrepreneurs, marketers, content creators, and anyone seeking to leverage AI for business growth.

KEY BENEFITS

- Supercharge Your Marketing & Sales:
 - Generate high-quality content in seconds: marketing copy, social media posts, blog articles, etc.
 - Personalize customer engagement with tailored messages and offers.
 - Automate sales scripts and proposals to close more deals.
- Accelerate Product Development:
 - Brainstorm new product concepts and features.
 - Design and prototype products faster with AI-generated visuals.
 - Conduct market research and analyze customer sentiment with AI-powered tools.
- Streamline Operations & Automation:
 - Automate repetitive tasks: data entry, scheduling, report generation, etc.
 - Optimize processes and workflows for maximum productivity.
 - Improve resource allocation and efficiency.
- Enhance Customer Experiences:
 - Provide tailored solutions and recommendations to customers.
 - Offer 24/7 availability with AI chatbots.

WORKSHOP AGENDA (60 MIN) :

- 1. Generative AI: A Deep Dive (Understanding the Core Concepts) (10 min)**
 - a. What is Generative AI?
 - b. Generative Models, Training Data, Prompts, and Parameters
 - c. Examples: ChatGPT, DALL-E, Midjourney, Gemini
- 2. 10X Use Cases: How Generative AI Can Transform Your Business (30 min)**
 - a. Marketing & Sales
 - b. Product Development
 - c. Operations & Automation
 - d. Customer Service
- 3. Q&A and Next Steps (20 min)**