

# PRACTICAL AI WORKSHOP

BEGIN YOUR ARTIFICAL INTELLIGENCE
JOURNEY TODAY



### PRACTICAL AI WORKSHOP

### **WHY**

Are you finding it challenging to keep up with the ever-evolving world of Al? Feeling unsure about how to navigate the latest advancements in your role? You're not alone—and that's exactly why we're here.

Join us to uncover the transformative potential of AI in your work. Gain essential insights and foundational skills to stay ahead in this dynamic, fast-moving landscape. Don't just adapt—thrive.

### **WHO ATTENDS?**

1

### **Marketing Practitioners**

- Marketing Executives
- Digital Marketing Specialists
- Hospitality Marketing Teams

2

### **Hospitality Leaders**

- General Managers
- Hotel and Hospitality Consultants
- Technology Advisors

3

# **Emerging Professionals** and Educators

- Hospitality Management Students
- Lecturers and Trainers
- Career Changers new to marketing or hospitality



"There are companies that are great at Al and there's everybody else."

Mark Cuban, Founder, Broadcast.com

### **AGENDA**

9 - 10 AM Registration & Light Breakfast 10 - 10:15 AM **Opening Remarks** 10:15 - 11 AM Session 1: Al in Marketing: Foundations and Opportunities 11 - 11:15 AM Morning Coffee Break 11:15 - 12 AM Session 2: Understanding AI: Tools and Techniques 12 - 12:45 AM Practical Applications: Al in Action 12:45 - 1:45 PM **Lunch & Networking** 1:45 - 2:30 PM Session 4: Building an Al-Optimised Workflow 2:30 - 3:15 PM Session 5: AI Personalisation: Training Your Assistant 3:15 - 3:30 PM Afternoon Coffee Break 3:30 - 4:10 PM Session 6: Showcase: Your Al Solutions 4:10 - 4:30 PM Closing Remarks & Next Steps

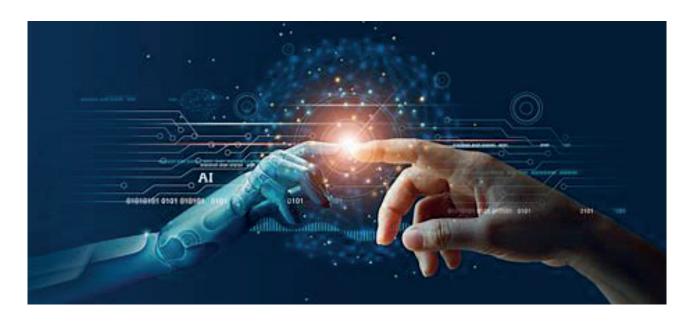
### THE CHALLENGE

4:30 - 5:00PM

- Fear of Al replacing human jobs
- Uncertainty and apprehension about job security
- Intimidation from the rapid advancement of AI technology

Networking drinks

- Perceived threat to traditional job roles that rely on human interaction and personalised service
- Resistance against Al adoption due to job security concerns
- Potential stalling of progress due to fear and uncertainty



### **SESSION 01**

Unlocking Al's Potential in Marketing

Learn how AI can transform your marketing efforts, from content creation to customer insights.

### **SESSION 02**

Personalise AI to Fit Your Business Needs

Learn how to train AI tools to align with your unique workflow and business objectives.

### **SESSION 03**

Craft Effective Prompts for Powerful Results

Gain hands-on experience in crafting the perfect AI prompts to optimise your marketing tasks.

### **SESSION 04**

Integrate Al Seamlessly Into Your Workflow

Understand how to implement Al solutions to optimise daily tasks and boost productivity.

- Hands-on experience with AI applications and tools for the hospitality industry.
- Streamlined processes through automation of repetitive tasks like data entry and scheduling.
- Personal growth through a focus on continuous learning and career development.
- Enhanced efficiency and strategic capabilities, positioning as a forward-thinking professional.



## **Workshop Prices:**

Workshop fee: £395 + VAT 2+ Attendees £295 + VAT

For more information contact: info@internationalhospitality.media

### CONTACT MEG OR PIERS TO CONFIRM YOUR BOOKING



MEG RAPLEY
Marketing and Events Executive
meg@internationalhospitality.media
+44 (0)7375 675475 +44 (0)20 8340 7989



PIERS BROWN CEO piers@internationalhospitality.media +44 (0)7918 185840 +44 (0)20 8340 7989