



# PRACTICAL AI WORKSHOP

BEGIN YOUR ARTIFICIAL INTELLIGENCE  
JOURNEY TODAY

*Powered by:*



# PRACTICAL AI WORKSHOP

## WHY

---

Are you finding it challenging to keep up with the ever-evolving world of AI? 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 AI 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: AI 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: AI in Action
12:45 - 1:45 PM	Lunch & Networking
1:45 - 2:30 PM	Session 4: Building an AI-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 AI Solutions
4:10 - 4:30 PM	Closing Remarks & Next Steps
4:30 - 5:00PM	Networking drinks

## THE CHALLENGE

---

- Fear of AI replacing human jobs
- Uncertainty and apprehension about job security
- Intimidation from the rapid advancement of AI technology
- Perceived threat to traditional job roles that rely on human interaction and personalised service
- Resistance against AI adoption due to job security concerns
- Potential stalling of progress due to fear and uncertainty



## YOU WILL LEARN

---

### SESSION 01

#### Unlocking AI'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 AI Seamlessly Into Your Workflow

Understand how to implement AI 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](mailto:info@internationalhospitality.media)

## CONTACT MEG OR PIERS TO CONFIRM YOUR BOOKING



**MEG RAPLEY**

Marketing and Events Executive

[meg@internationalhospitality.media](mailto:meg@internationalhospitality.media)

+44 (0)7375 675475 +44 (0)20 8340 7989



**PIERS BROWN**

CEO

[piers@internationalhospitality.media](mailto:piers@internationalhospitality.media)

+44 (0)7918 185840 +44 (0)20 8340 7989