informatech

DIGITAL INNOVATION AND TRANSFORMATION | DIT-005

# Generative AI and ChatGPT: A Game-Changer for Business Innovation


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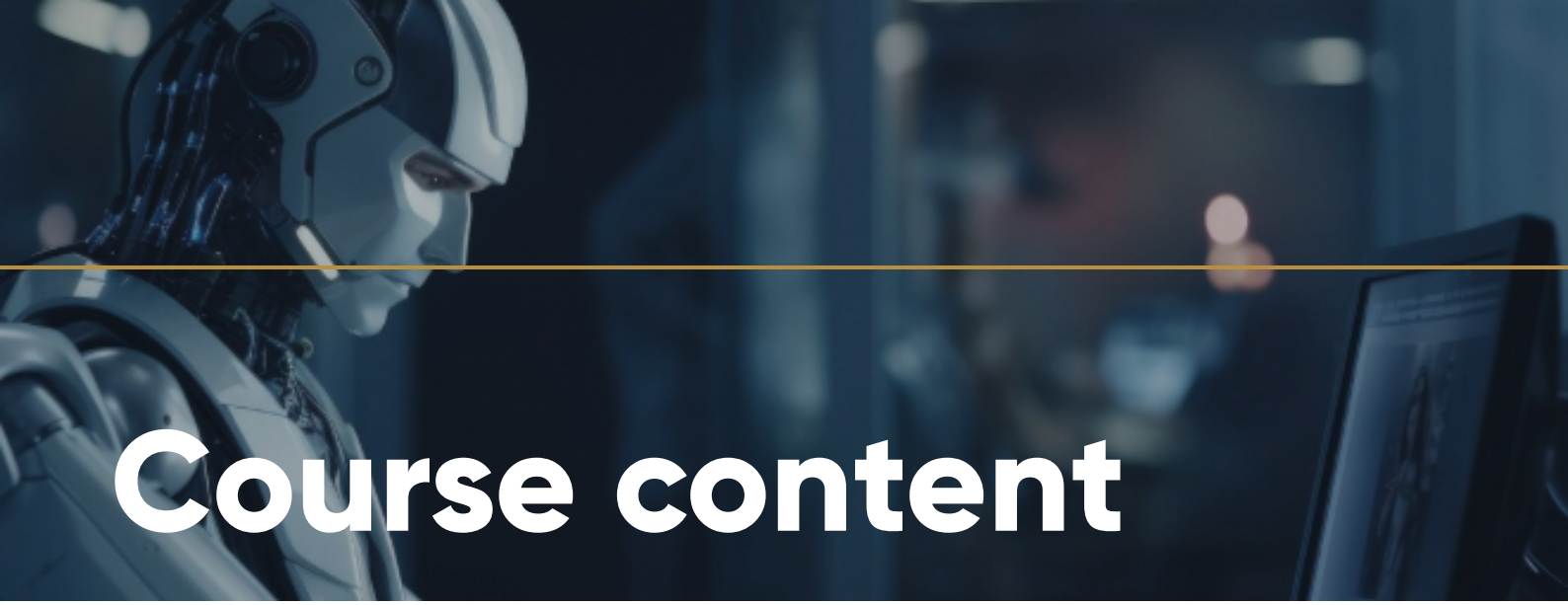


# Course content

## Why Attend

### Course Introduction

Generative AI, fueled by technologies like ChatGPT, is a game-changer in today's business world. These advanced tools have the potential to transform how companies operate, innovate, and engage with their customers.

From improving efficiency and productivity to opening up new opportunities for customer interaction, ChatGPT and generative AI are paving the way for groundbreaking possibilities.

c Participants will discover how ChatGPT can streamline workflows, automate routine tasks, and provide creative solutions to complex challenges.

The course goes beyond theory, offering practical strategies for applying AI to enhance customer experiences, optimize decision-making, and create value in various business functions.

Through a blend of interactive lectures, hands-on exercises, and real-world case studies, participants will learn how generative AI is being utilized across industries.

Whether it's personalizing marketing efforts, designing new products, or improving customer support with AI-powered chatbots, this course will provide the tools needed to fully harness the potential of generative AI.

Furthermore, the course addresses the ethical considerations and risks of AI adoption, preparing participants to use these technologies in a responsible and effective manner.

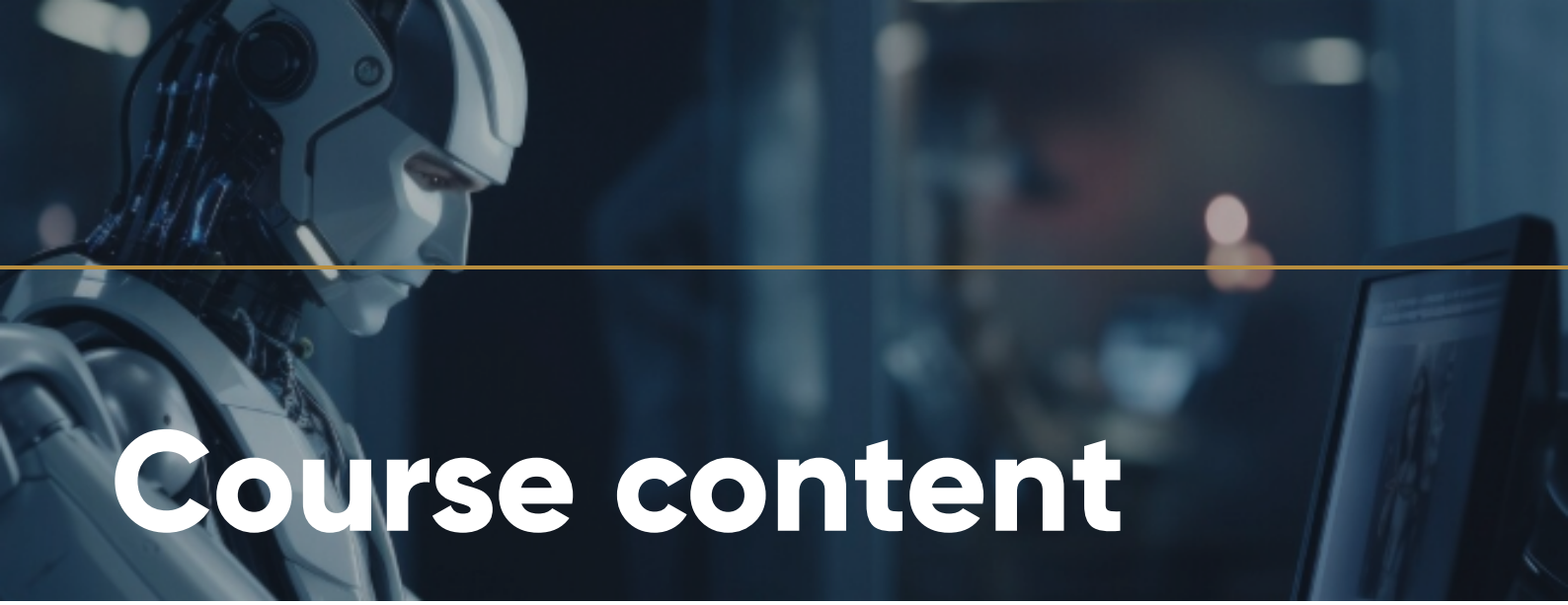
By the end of the program, attendees will have a solid grasp of generative AI and the confidence to lead AI-driven innovation in their organizations.

## Course Methodology

This training course will utilise a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This includes an interactive mixture of lecture-led learning & group discussions.

### Who should Attend?

This training course is suitable to a wide range of professionals but will greatly benefit:



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## Course Methodology

- Business leaders and executives looking to integrate AI into their innovation strategies
- Marketing and customer experience professionals seeking to enhance engagement through AI
- Product managers aiming to incorporate AI-driven solutions into product design
- IT professionals and data analysts exploring generative AI tools for business processes
- Entrepreneurs interested in leveraging AI to develop cutting-edge business models

## Course Objectives

By the end of this training course, participants will be able to:

- Understand the principles and capabilities of ChatGPT and generative AI
- Identify potential business areas where generative AI can drive innovation
- Implement AI-driven strategies for improving customer engagement and operational efficiency
- Utilize AI tools for content creation, marketing, and product development
- Mitigate risks and address ethical considerations associated with generative AI

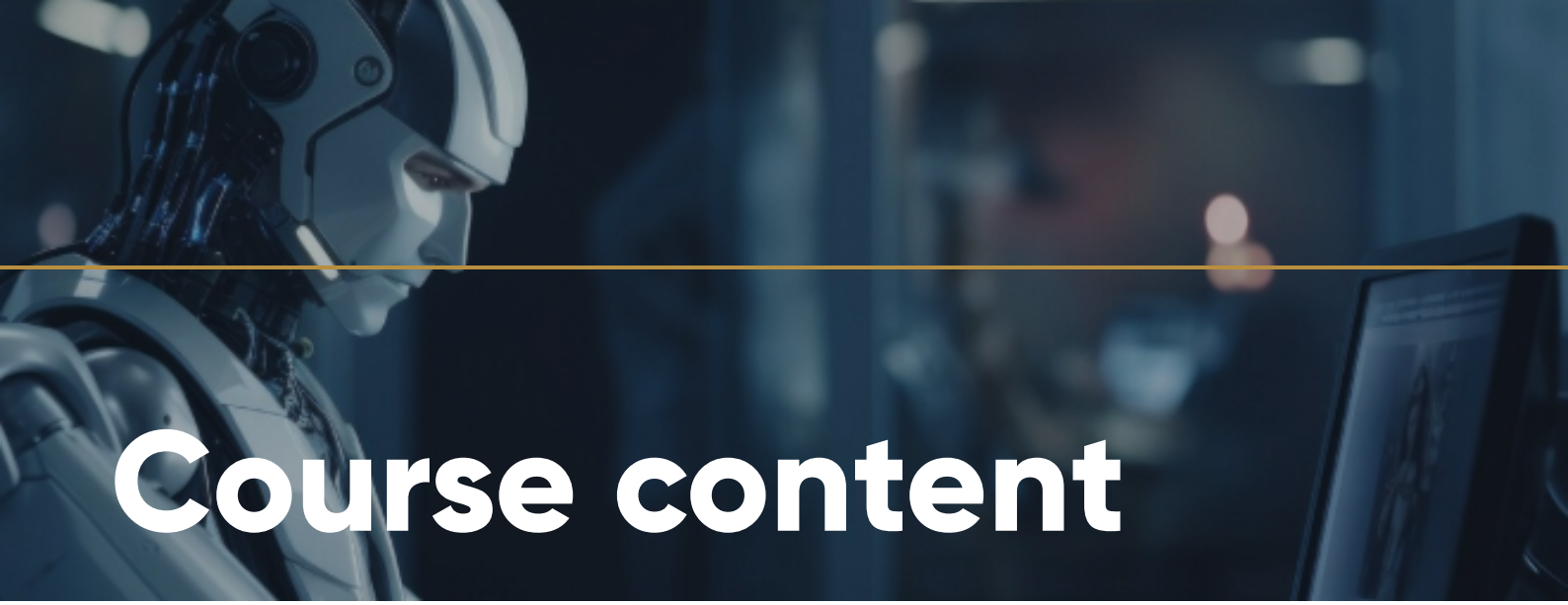
## Course outline

### Day One: Introduction to Generative AI and ChatGPT

- Overview of generative AI and its evolution
- Understanding ChatGPT: Key features, capabilities, and applications
- Real-world case studies of AI-driven business innovation
- Hands-on session: Exploring ChatGPT in business scenarios

### Day Two: Generative AI in Business Operations

- Enhancing productivity with AI: Workflow automation and task optimization



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## Course outline

- Leveraging AI for data analysis and decision-making
- AI tools for internal and external communication
- Workshop: Designing AI workflows for operational efficiency

### Day Three: Driving Customer Engagement and Experience with AI

- Personalization and customer insights through generative AI
- Chatbots and virtual assistants for customer service excellence
- Building brand loyalty with AI-driven marketing strategies
- Group activity: Creating customer-centric AI solutions

### Day Four: AI-Powered Innovation and Product Development

- Generative AI for ideation and prototyping
- Content creation: AI in marketing, design, and storytelling
- Exploring new business models enabled by AI
- Hands-on exercise: Developing an AI-driven product concept

### Day Five: Ethics, Risks, and Future Trends in AI

- Addressing ethical challenges: Bias, transparency, and accountability
- Managing risks: Data privacy, security, and compliance
- Emerging trends in generative AI and their implications for businesses
- Final project: Presenting an AI innovation plan for a business scenario

# Seminar dates

## Available seminar dates

Live dates and pricing for Generative AI and ChatGPT: A Game-Changer for Business Innovation generated from the course details page.

| Date | Location | Format | Fee |
|---|---|---|---|
| 20 - 24 July 2026 | Munich - Germany | Classroom | **€3,450.-** |
| 3 - 7 August 2026 | Amsterdam - Netherlands | Classroom | **€4,250.-** |
| 7 - 11 September 2026 | London - U.K | Classroom | **€4,200.-** |
| 12 - 16 October 2026 | Istanbul - Turkey | Classroom | **€2,850.-** |
| 9 - 13 November 2026 | Vienna - Austria | Classroom | **€4,250.-** |
| 14 - 18 December 2026 | Barcelona - Spain | Classroom | **€3,850.-** |

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|---|---|
| **Live online option** | Online delivery is available at €1,850.-. |