HARNESSING
AI
TO OPTIMISE
SALES AND
MARKETING

VIRTUAL COURSE
13-15 JULY 2020

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AI inbusiness

INTRODUCTION

Sales and Marketing are facing new, complex challenges in the digital age. Customers are more tech savvy than every before, and as a result their needs and expectations evolve quickly. It can be difficult to keep track.

Artificial Intelligence (AI) can help sales and marketing professionals stay on top of the latest trends, provide their customers with personalised experiences, and win new business. But how can you harness this technology in your organisation? How do you get your team on board?

In this virtual course, you'll learn all you need to know about AI and how to harness it to gain competitive advantage in your sales and marketing.

HARNESSING **AI** TO OPTIMISE SALES AND MARKETING

Brief overview:

This course introduces delegates to the major impact AI is making globally on marketing and sales across a diverse range of industry sectors. These benefits range from personalised marketing, innovative, and tailored customer experience, to the gathering of deep insights for improved lead generation.

This workshop will arm attendees with the required AI knowledge and actionable strategies to succeed in their marketing and sales going forward.

Virtual 3-day schedule:

Session One: Day 1 – 3 hours

- Introductions and goals: what will success look like
- Ice-breaker
- Defining
- AI & ML: busting the global myths
- International responses and approaches to AI
- Insights from Katie's published book on AI in Marketing
- Video of AI in action
- Who to turn to: the key AI in marketing vendors, tools and tech disruptors

Session Two: Day 2 – 3 hours

- Case studies of AI across marketing in different sectors: successes and failures
- The impact of AI on sales and HR
- Demos of real AI in marketing tools e.g. Phrasee, Concured, Qriously and more
- Budgeting for AI
- Breakout exercise: Managing change with the Scorecard for Success
- Potential barriers to success
- Measurement and ROI

Session Three: Day 3 – 3 hours

- The big macro issues:
  - Trust
  - Ethics
  - Explainability
  - Equality
  - Regular vs Innovation
  - Employment
- Your 6-month action plan
- Tools, behaviours and watching brief
- Further reading
- Review of the goals from the first session
- Final Q&A and close

KEY TAKEAWAYS FROM THE PROGRAMME

- Deep knowledge of AI in marketing, tailored to the attendees' specific industry sectors and challenges
- Tools and a plan to begin implementing AI in marketing, based around the respected Scorecard for Success, featured in Katie's book.
- Understanding of the commercials involved with getting started in AI
- An invaluable workshop, packed with relevant, cutting edge case studies and statistics to broaden learning and take next step.
- An opportunity to delve into live AI in marketing tools, and understand who the major vendors and disruptors are

TOOLS AND METHODOLOGY THAT WILL BE USED DURING THE PROGRAMME

The course will be delivered as a virtual classroom, split over 3 days. It will include a mix of tools and methodologies, including:

- Presentation via Powerpoint, with salient, cutting edge research
- Video case studies
- Live demos of real AI tools such as Concured
- Hands-on working in groups via virtual breakout rooms
- Peer learning
- Workbook based sessions
- Q&As
- Virtual chat

COURSE DETAILS

DATES	13-15 July 2020
TIMES	11.00 am - 2.00 pm
COST	300 JOD
LOCATION	This course will be delivered virtually
KEY TOPICS	• Defining AI • Myths and misconceptions • Ethics, trust, and equality • Impacts on Sales, Marketing, & HR • Budgeting for AI • Key tools & vendors • Real-world applications • Employment & the future of work • Potential barriers to success • Implementation

COURSE DIRECTOR

Katie King is a trainer as well as a published Author, an international Keynote Speaker and Consultant on Artificial Intelligence (AI) and business transformation. She is the author of Using Artificial Intelligence in Marketing: How to Harness AI and Maintain the Competitive Edge, published by Kogan Page in February 2019: https://www.amazon.co.uk/Using-Artificial-Intelligence-Marketing-Competitive/dp/0749483393

Katie has over 30 years of consulting experience and has advised many of the world's leading brands and business leaders. She is a member of the UK Government All-Party Parliamentary Group (APPG) task force for the enterprise adoption of AI. Katie has delivered two TEDx talks and is a frequent commentator on BBC TV and radio. She is also a regular speaker on the international conference circuit, having delivered talks and workshops in Bahrain, Oman, the UAE, Singapore, China and beyond.

LINKS & TESTIMONIALS

Katie is a highly sought-after trainer, and delivers courses for delegates worldwide from multiple different industry sectors.

Here are testimonials, in Arabic and English, following a 2-day training course on AI in business, delivered in Bahrain and Oman.

- https://www.youtube.com/watch?v=-gKvG8WOrdA (Arabic)
- https://www.youtube.com/watch?v=2pmO321P_7M&t=26s (English)

Here are links to videos of Katie presenting in Dubai and London:

- https://www.aiinbusiness.co.uk/keynotes
- https://www.youtube.com/watch?v=8BxCV6Nk_R4

SOCIAL MEDIA LINKS:

- https://twitter.com/katieeking
- https://www.linkedin.com/in/katieeking/
- https://www.facebook.com/katiekingmba
- https://www.instagram.com/katiekingmba/

FOR MORE INFORMATION AND TO REGISTER

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