TRAININGS
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GenAI Masterclass

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Overview

1. **Job Role:** Business Analyst, Consultant, Designer, End User, Business User

2. **Duration:** In-Person/Virtual: 1 Day

All participants will receive **1 month of free access to AI Kit**, our advanced AI platform that includes all major AI models, to put into practice immediately what they learn during the course and experience firsthand the potential of artificial intelligence in their daily work

Who should take this course?

This course is designed for anyone who wants to leverage artificial intelligence to optimize business processes and increase productivity. No advanced technical skills are required: the program balances theory and practice, providing the necessary tools to understand not only what AI can do, but especially how to implement it effectively in your work context, ensuring reliable and sustainable results over time.

Prerequisites:

No advanced technical skills required. Basic computer/internet familiarity and interest in technological innovation are sufficient.
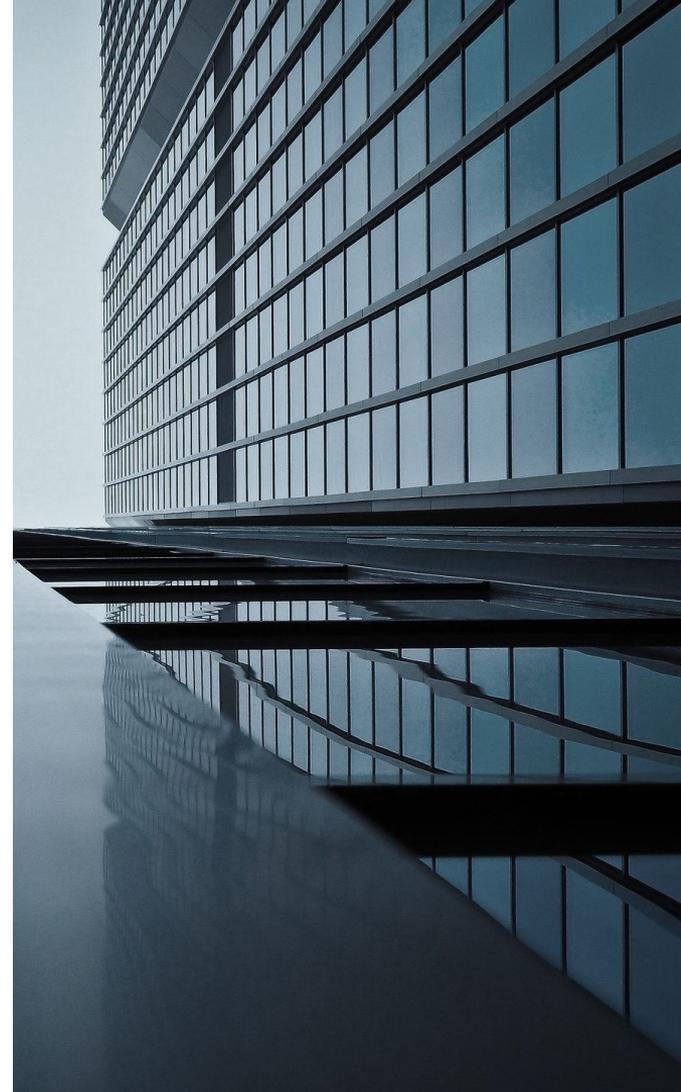
When you complete this course, you will be able to:

- Automate content creation for emails, articles, and social media posts to save time and maintain communication consistency
- Implement virtual assistants to improve customer support and manage daily activities more efficiently
- Use automatic translation tools and image/video generation to enhance your marketing and communication strategies
- Optimize work organization through AI for planning, task management, and reminder automation
- Understand the importance of Data Quality and Data Governance to ensure reliable and compliant AI projects
- Leverage the MCP protocol to securely integrate AI with corporate data and systems, obtaining contextualized and accurate responses
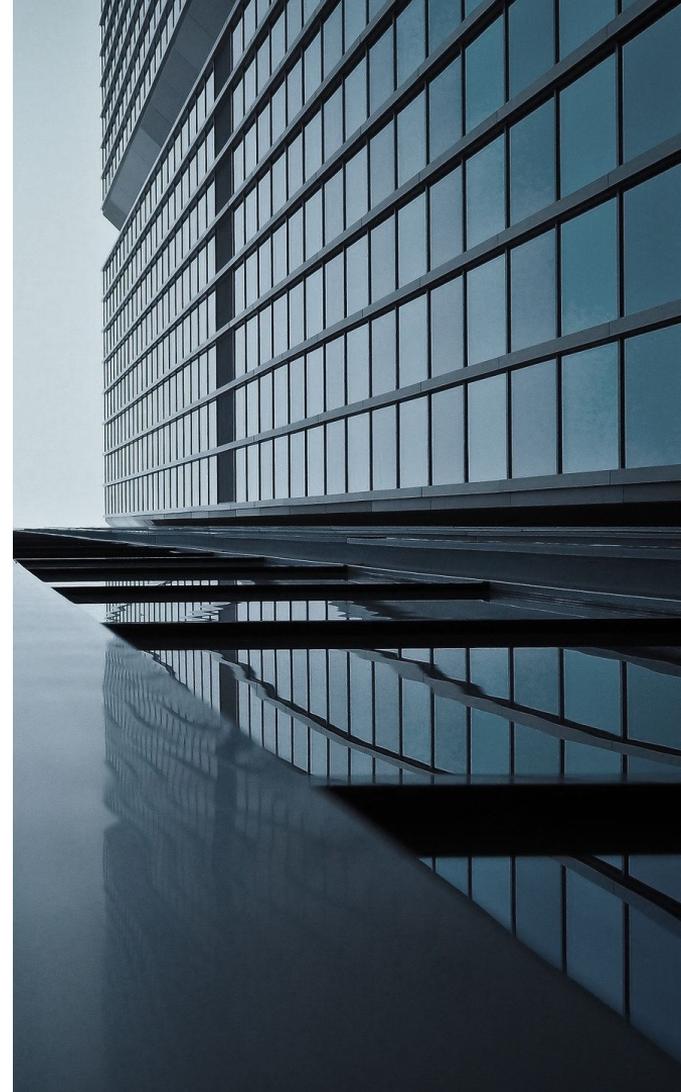
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Lessons and Topics

Topics Outline

· **Writing Automation**: creating emails, articles, social media posts and other text content quickly and consistently.

· **Virtual Assistants:** using chatbots and voice assistants to answer questions, manage calendars, and provide customer support.

· **Automatic Translation:** translating texts and conversations in real-time between different languages, improving international communication.

· **Image and Video Generation:** creating personalized images, videos and graphics for marketing, design and entertainment.

· **Organization and Planning:** assistance in managing daily activities such as scheduling appointments, managing to-do lists and creating reminders.

· **Importance of Data Quality and Data Governance in corporate AI projects**: quality data and clear governance rules are essential for obtaining reliable results from artificial intelligence systems. They ensure consistency, security, compliance and support business decisions based on correct information.

· **MCP Protocol:** the MCP protocol allows AI models to access corporate data and systems in a controlled manner, providing the right context to responses. It improves reliability, security and AI integration in business processes.

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