AI in everyday office life for beginners («AINWIS»)

From the basics of AI to specific tools for image, text, video, and automation, this course provides a comprehensive overview for knowledge workers in marketing, HR, business, or sales.

Duration: 1 day
Price: 850.–

Content

1. Introduction to Artificial Intelligence
2. Fundamentals and operation of generative AI
3. Differences and applications of AI tools (image, text, video, automation)
4. Hands-on exercises and application examples
5. Q&A

Key Learnings

- Understanding how Artificial Intelligence and generative AI work
- Learning about different AI tools and their applications
- Applying AI in everyday life

Methodology & didactics

This interactive course emphasizes discussion, sharing of experiences and problem solving, and includes many practical exercises that will prepare you for your future daily work.

Target audience

This course is aimed at people in Marketing, HR, Business or Sales who do not have much prior knowledge of AI.

Any questions?

We are happy to advise you on +41 44 447 21 21 or info@digicomp.ch. You can find detailed information about dates on www.digicomp.ch/courses-media-communication/digital-marketing/social-media/course-ai-in-everyday-office-life-for-beginners