Business Strategy & AI workshop

2024

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Vice President of Business Strategy at AppsFlyer (one of the largest Israeli technology companies in its field, valued at billions of dollars, engaged in data analysis and analytics).

Description

This course will review the various applications of Artificial Intelligence (AI), and Generative AI in the business world, focusing on the major part of the business strategy that drives revenue and growth Participants will learn about the various ways in which artificial intelligence can be leveraged to improve customer engagement, target marketing campaigns and drive revenue growth. The workshop will cover the latest trends and innovations in AI for marketing and sales, and participants will gain hands-on experience with AI-based tools and techniques.

Goals

- Understand the basics of AI in the context of the business world
- Get to know AI tools and techniques that accelerate the growth of companies and improve their operational efficiency
- Hands-on work in AI-driven business strategies
- Experience a variety of skills that can be useful in their future careers

Outline

Session 1: Introduction to AI in Marketing and Sales

- What is Artificial Intelligence, Generative AI and Machine Learning
- AI applications and examples from the business world
- AI-based customer insights and analysis

Session 2: Using AI for market analysis and economic potential

- Examples of using AI for finding Total Addressable Market
- Analyze competitors efficiently and effectively
- How to identify market potential with AI

Session 3: Customer engagement management

- Chatbots and virtual assistants and how they help in business
- Social media and sentiment analysis
- Customer service and support

Session 4: Content Marketing campaigns based on artificial intelligence

- Personalization and recommendation strategies
- Up to date tools review
- The new world of content editors

Session 5: Using AI to increase sales

- Lead generation - identifying potential customers based on their behavior and preferences
- Forecasting future revenues based on historical data and trends
- Using AI to analyze sales data and identify patterns and insights that can help sales teams improve their performance

Session 6: Hands-on work in AI-driven business strategies

- Real-world examples together with practical hands-on experience

Workshop Setting:

The contents of the workshop can be customized for a group or in a single insitution or will be designed for the workshops in June and November for multi-institutional setting with individual participants.

Next dates: June 5/6, 2024 and Nov 6/7, 2024

Please address our team for your best setting and application: team@innovationorbit.com