

# ARTIFICIAL INTELLIGENCE &



## Generative AI Workshop September 2025

Generative AI  
Sep 9

2025

### WHY SHOULD YOU PARTICIPATE?

Imagine revolutionizing your business or classroom with critical business thinking while leveraging Generative AI. Transform Your Learning and Business Strategies with Generative AI – Join the exclusive, one-day workshops designed to equip you with the knowledge and tools to transform your strategies. Discover how AI can become your secret weapon for success!

- ☑ Forget jargon - we'll break down the latest AI practices in business into actionable insights you can use immediately.
- ☑ Level Up Your Skills: Go beyond theory! This isn't just a lecture - you'll gain hands-on experience with real-world AI applications.
- ☑ Connect with Forward Thinkers: Network with faculty and business leaders who are pioneering the future of AI integration.

### WHO SHOULD PARTICIPATE?

- ☑ Business professionals
- ☑ Managers of Knowledge Institutions
- ☑ Regional Managers
- ☑ Lecturers

>> who want to use the competitive advantage of Artificial Intelligence for their daily professional lives.

### WHO ARE YOUR LECTURERS?

#### EDDIE NUDEL

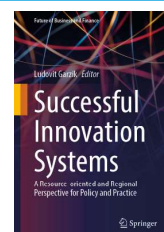
Driving the Success of a Multibillion Unicorn in Tel Aviv, one of the largest Israeli technology companies in its field, engaged in data analysis and analytics.

#### LUDOVIT GARZIK

Managing Director of Innovationorbit which provides executive education programs for innovation culture in Africa, Asia, Europe and the USA. From 2005 to 2024 Ludovit Garzik has been managing director of the Austrian Council for Research and Technology Development.



Deep Dive to  
Innovation Ecosystems:





## TARGET GROUP AND CONTENT OF THE ECOSYSTEM TRACK

>> MANAGERS OF COMPANY ECOSYSTEMS AND REGIONAL ECOSYSTEMS

### AI & ECOSYSTEMS

## WHY YOU SHOULD BE IN AI & ECOSYSTEMS?

ADVANCING AI IN ECOSYSTEM MANAGEMENT:

- ☒ IMPROVE MARKET SHARE AND COMPETITIVE POSITIONING: ANALYZE CHANGES IN MARKET SHARE AND COMPETITIVE POSITIONING AND REFLECT THE IMPACT OF INNOVATION EFFORTS ON THE ORGANIZATION'S OVERALL PERFORMANCE AND MARKET
- ☒ LEARN WHY SOME REGIONS ARE MORE SUCCESSFUL IN INNOVATION THAN OTHERS
- ☒ LEARN HOW TO ACCELERATE TRANSFORMATION.
- ☒ LEARN HOW TO TEAM UP YOUR OPEN MINDSET WITH UP-TO-DATE TECHNOLOGY

### AI & BUSINESS

## TARGET GROUP AND CONTENT OF THE BUSINESS TRACK

>> BUSINESS PROFESSIONALS, ENTREPRENEURS AND SALES EXPERTS

## WHY YOU SHOULD BE IN AI & BUSINESS?

TRANSFORM YOUR BUSINESS WITH GENERATIVE AI

- ☒ DEMYSTIFY AI: GAIN A CLEAR UNDERSTANDING OF AI BASICS AND ITS REAL-WORLD APPLICATIONS TO FUEL BUSINESS GROWTH.
- ☒ MASTER STRATEGIC SKILLS: LEVERAGE AI TOOLS FOR COMPETITIVE ANALYSIS, TAM ESTIMATION, AND EFFICIENT MARKET RESEARCH.
- ☒ BECOME AN ENGAGEMENT MASTER: CRAFT PERSONALIZED CUSTOMER INTERACTIONS THAT DRIVE SALES AND BUILD LOYALTY.

## TARGET GROUP AND CONTENT OF THE LEARNING TRACK

>> PASSIONATE LEARNERS AND LECTURERS

### AI & LEARNING

## WHY YOU SHOULD BE IN AI & LEARNING?

- ☒ FUTURE-PROOF YOUR CURRICULUM: LEARN HOW TO INTEGRATE AI TOOLS AND PREPARE THE NEXT GENERATION FOR THE AI-POWERED WORLD. ☒
- ☒ ENGAGE YOUR PEER GROUP LIKE NEVER BEFORE: EXPLORE HOW AI CAN BE USED TO PROMOTE CRITICAL THINKING, CREATIVITY AND COLLABORATION..
- ☒ EXPLOIT AI TOOLS TO ENHANCE THE PRODUCTIVITY AND EFFICIENCY OF YOUR STUDENT'S WORK.

INVESTMENT € 1350,- p.P. (excl. VAT) , incl. all course materials, coffee and lunch

DISCOUNT OPTIONS

-10% FOR ALUMNI

LANGUAGE

English

NEXT DATES 2025

2025: Sep 9, Vienna

MORE INFORMATION AND APPLICATION

team@innovationorbit.com