

**Master class:**

# **Artificial Intelligence for Businesses**

## **Strategic Development of AI for Businesses**

**Dr. Alexiei Dingli - |World Class Consultant**

**Dates: 23<sup>rd</sup> - 24<sup>th</sup> October 2023**

**From 09:00 to 17:15**

**HILTON Nicosia**

**Language – English**

**Artificial Intelligence is a powerful tool, but it's not a silver bullet....**

This training program aims to introduce businesses to the world of AI and its potential to revolutionize their operations. The course will explore how AI can be used to enhance decision-making processes and improve customer experiences.

By attending this seminar, you will learn about different AI technologies, their applications, and how to integrate them into your businesses, to drive growth and success.

The training course will provide organizations with insights on:

- **AI and how it works?**
- **How can AI be used to solve business problems?**
- **How can AI be used to improve operational efficiency and reduce costs?**
- **How can AI be used to improve customer experience?**
- **What are the potential ethical implications of using AI?**
- **How can AI be leveraged for marketing and sales?**
- **How can AI be integrated into the business strategy and decision-making?**
- **What are the key AI applications in your industry?**
- **What skills does one need to develop and what roles will be required in the future of AI?**

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### **Programme Structure**

**Part 1 – TRAINING SEMINAR 23<sup>rd</sup> and 24<sup>th</sup> of October 2023 – HILTON Nicosia**

### **Part 2 – SITE VISIT**

The company of each person who attends the Seminar is expected to subscribe to a half-day session of 4 hours, in the second stage of the program. The instructor will visit each company and spend time working with those who attended the Seminar, and, where appropriate, with their senior colleagues.

### **Who Should Attend?**

Directors, Human Resource managers/officers, senior managers, finance managers, and other managers/ supervisors who are involved in management, decision-making, financial management, sales, marketing as well as strategy formulation.

### **Issues to be Addressed**

- **Introduction to the Artificial Intelligence**
- **Emerging Technologies**
  - Fundamental understanding of new technologies and their potential applications
  - The ways in which they can be integrated into business operations in order to improve efficiency and productivity
- **Applications of AI**
  - Different domains in which AI is being used
  - Benefits and limitations of AI
  - Ethical and societal concerns that arise from the use of AI
  - Evaluate potential solutions to these challenges
- **Future of Work –AI Challenges**
  - Discovering strategies for addressing the challenges that arise during the development and deployment of AI systems
  - Exploring the ethical considerations
- **The AI transformation process**
  - Fundamental concepts and applications of AI
  - Evaluate and select appropriate AI solutions for specific business needs
  - Knowledge of best practices for successful AI transformation
- **Steps for Organizations to follow to build an AI project**
  - The AI strategy – Iterative Implementation
- **Common mistakes made by businesses when implementing AI solutions**
- **Building AI Projects**
  - Combining the key components and considerations in designing an AI project



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## Strategic Development of AI for Businesses

### Programme Leader

**Dr. ALEXIEI DINGLI** is a leading expert in Artificial Intelligence, currently serving as a Professor at the University of Malta. With a career spanning over 20 years, he has successfully guided companies to adopt AI technologies. His groundbreaking work has earned him accolades from prestigious organizations like the European Space Agency, the United Nations, and the World Intellectual Property Organization. He is a prolific researcher with numerous publications in top-tier journals, covering diverse topics from smart transportation systems to human-computer interaction. He has received invitations to serve as a Visiting Professor at various international institutions, a testament to his reputation as an accomplished academic. Furthermore, he is a core member of the MaltaAI task force, the body that has been entrusted with the responsibility of designing and maintaining the MaltaAI national strategy, a critical undertaking that will shape the future of the country. His work is not just theoretical but has real-world applications shaping the future of society using technology.

### ZERO Cost Master Class

The training program is approved, by the Human Resource Development Authority (HRDA), as a vital importance seminar and is fully subsidized to eligible organizations that meet the HRDA criteria.

**The Masterclass is addressed only to OEB's members.**

A mandatory prerequisite for participating to the seminar, is the registration of the Enterprise (Employer), as well as the participant (Employee) to the "ERMIS" digital portal of Human Resource Development Authority of Cyprus (HRDA).

**If you are registered to ERMIS**, you can register for the program through this link <https://ermis.anad.org.cy>. **Program No. # 148689**

**If you did not register to ERMIS**, please complete and send us the registration form below, by 15<sup>th</sup> October 2023, and we will contact you for the way forward, with guidance on how to complete the registration.

### APPLICATION FORM

Surname/ Name	Position	Mob. Phone Nbr.
1.		
2.		
3.		

### Company/ Organization

Company's Name:	Social Ins. No.:
Contact Person:	E-mail:
Address:	Post code:
District:	Tel. Nbr.



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Human Resources Department  
Tel. 22 643 000 e-mail: [mpirea@oeb.org.cy](mailto:mpirea@oeb.org.cy), [nstylianou@oeb.org.cy](mailto:nstylianou@oeb.org.cy)

