



# MASTER YOUR DIGITAL SKILLS

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## SME's AI: Integrating Tools for an Efficient Workflow

Artificial Intelligence (AI)

*Robocoast*



Co-funded by  
the European Union



# SEMINAR OVERVIEW

The Entrepreneur's AI training series is designed to help business owners streamline daily tasks and free up time for essential activities. Learn how to use AI tools like ChatGPT, Canva, and others to simplify routine work, enhance marketing and communication, and tailor AI solutions to your unique business needs. Each session provides practical examples and tools to boost your productivity and creativity as an entrepreneur.



## TARGET AUDIENCE

This course is ideal for entrepreneurs looking to integrate AI into their daily operations, marketing, and communication. It's perfect for those seeking practical, hands-on solutions to increase efficiency and enhance business outcomes. Prior knowledge of AI basics is recommended, as this course builds on foundational skills.

# COURSE DESCRIPTION

The Entrepreneur's AI training series offers a practical approach to integrating artificial intelligence into your business operations. Over four sessions, you'll explore how AI can simplify daily routines, improve marketing and communication, and customize tools like ChatGPT, Canva, and Google Sheets for your specific needs. Learn to create personalized content at scale, optimize workflows, and even build a brand image using AI-generated visuals. This course is designed to help you save time and focus on what matters most, providing hands-on examples and tools you can implement immediately.

**19.9.** AI in daily work, focusing on marketing and communication. How to ease tasks and free up time with tools like ChatGPT, ChatGPT Plus, Copilot, and Gemini.

**3.10.** Combining ChatGPT and Canva to quickly create personalized posts.

**10.10.** Next steps in integrating AI tools to enhance work efficiency, with examples like Google Sheets, Excel, Word, and Google Docs.

**24.10.** Using AI for your brand: exploring image tools and creating a custom AI-powered image library.

# COURSE INFO

<b>Location</b>	<b>Online, Microsoft Teams</b>
<b>Date</b>	<b>19.9.-24.10.2024</b>
<b>Time</b>	<b>09:30-11:00 UTC +3</b>
<b>Duration</b>	<b>4 x 1,5h = 6 hours</b>
<b>Cost</b>	<b>Participation is fully funded by the European Union, within the framework of the Level Up project.</b>



## Taina Norha

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Renowned as a distinguished digital marketing and AI educator situated in Finland, I bring forth specialized expertise in e-marketing, social media dynamics, and cutting-edge AI technologies including ChatGPT, Gemini, and Copilot. With a robust background in digital marketing and a keen focus on customer service, my proficiency extends to adept training methodologies via electronic platforms and meticulously curated webinars.





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**Anna Saari**  
**anna.saari@prizz.fi**

**VISIT US AT**

**robocoast.eu**

**VISIT US AT**

**levelup-skills.eu**

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