



# MASTER YOUR DIGITAL SKILLS

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**SME's AI:  
Integrating Tools for an Efficient  
Workflow – Build Own GPT**

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Artificial Intelligence (AI)

*Robocoast*



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# SEMINAR OVERVIEW

In this hands-on seminar, you'll discover how to create a custom GPT tailored to your company's internal needs. No coding skills required — just a curious mind and a willingness to rethink how AI can support your everyday business processes.



## TARGET AUDIENCE

A selected group of forward-thinking business leaders participating in Digidili — small, growth-driven companies ready to take their digital tools to the next level.

# COURSE DESCRIPTION

Imagine a chatbot that knows your business. In this session, you'll learn how to build your own GPT-based assistant using your company's unique materials — from internal guidelines to product descriptions. You'll gain a practical understanding of how to harness AI securely and efficiently for internal communication, onboarding, customer service, or knowledge management.

- Understand the potential of custom GPTs in business
- Learn how to safely use internal data in AI tools
- Explore real-life use cases and success stories
- Build your first version of a custom company GPT
- Discover no-code tools for fast and easy setup
- Leave with a roadmap to further develop your AI assistant

# COURSE INFO

<b>Location</b>	<b>Kerava, Keuke's office Private Event for DigiDiili</b>
<b>Date</b>	<b>11.12.2024</b>
<b>Time</b>	<b>09:00-15:00 UTC +3</b>
<b>Duration</b>	<b>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.



# **Level Up**



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