



# MASTER YOUR DIGITAL SKILLS

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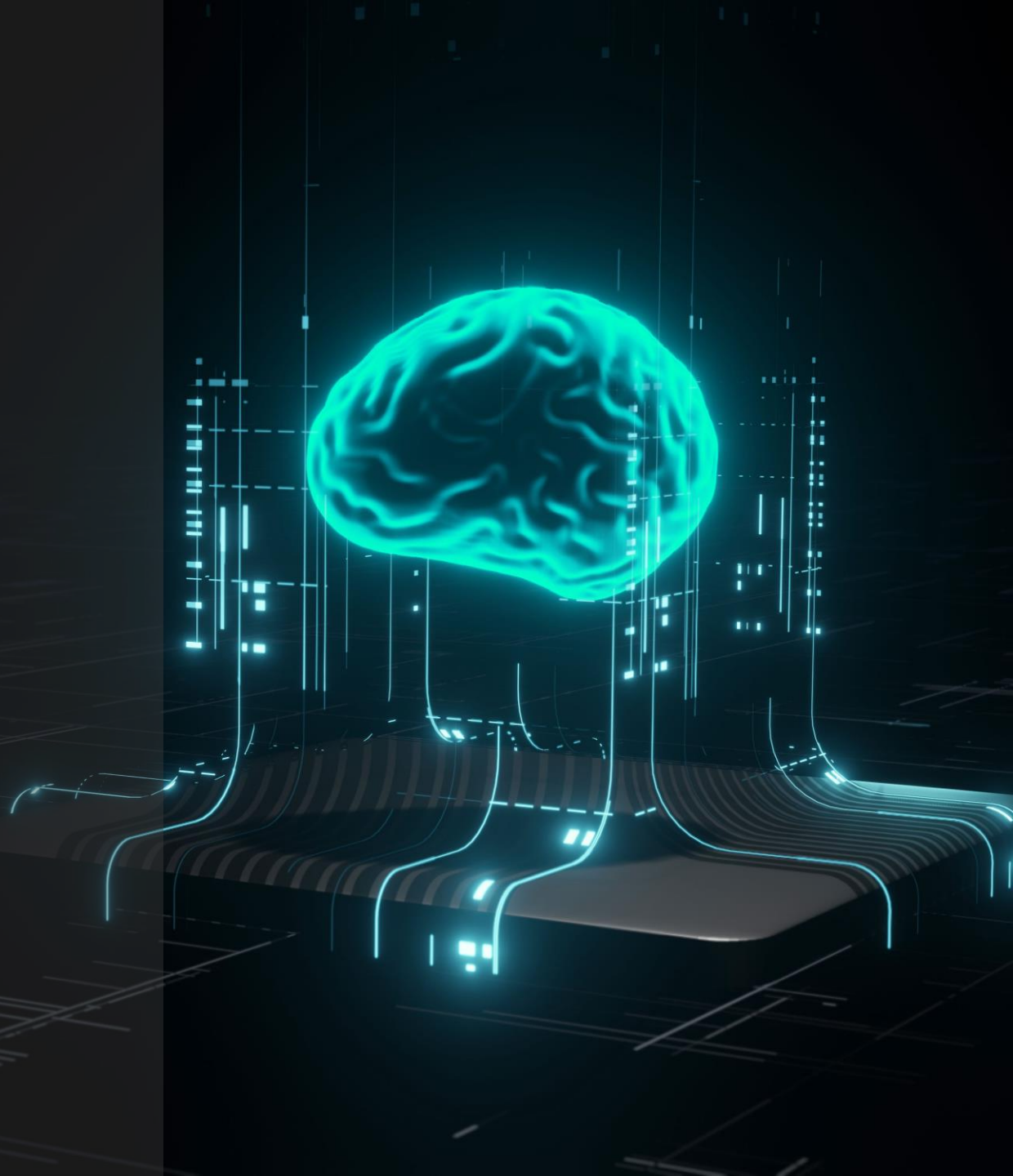
## SME's AI: Fundamentals, Prompts, and Practical Applications

Artificial Intelligence (AI)

*Robocoast*



Co-funded by  
the European Union



# SEMINAR OVERVIEW

This training session is designed to provide a comprehensive introduction to artificial intelligence, including its core concepts and practical applications. Participants will explore tools like ChatGPT, Gemini, and Copilot while gaining hands-on experience in applying AI to everyday tasks. Taina Norha will guide you through an inspiring journey into the world of AI, offering both theoretical insights and practical exercises.



## TARGET AUDIENCE

This training is ideal for small and medium-sized enterprise (SME) employees, managers, and entrepreneurs who want to equip themselves with future-ready skills. Whether you're a business leader seeking innovative ways to enhance operations or an employee looking to integrate AI into daily workflows, this session will provide valuable tools and knowledge for professionals eager to stay ahead in a rapidly evolving digital landscape.

# COURSE DESCRIPTION

In this session, you'll gain a solid foundation in artificial intelligence through practical and approachable learning methods:

- AI Basics:** Clear explanations of core concepts and language models.
- Tool Introduction:** Discover AI tools such as ChatGPT, Gemini, and Copilot.
- Prompts in Practice:** Learn how to craft effective prompts while addressing privacy and ethical concerns.
- Real-World Applications:** Explore practical examples of AI integration in your daily work.
- Hands-On Training:** Experiment with AI tools during guided practice sessions and share your experiences.

- Develop future-proof skills to enhance your business or job performance.
- Gain confidence in applying AI to real-world tasks with easy-to-follow examples.
- Learn in an interactive and inspiring environment tailored for SMEs and professionals.
- Receive comprehensive materials, including step-by-step instructions for creating a ChatGPT account.
- Take the first step toward leveraging AI for innovative and efficient solutions in your work.

# COURSE INFO

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|----------|--|
| Location | Online, Microsoft Teams  |
| Date     | 15.5.2025  |
| Time     | 09:30-12:00 UTC +2   |
| Duration | 2 hours  |
| Cost     | Participation is fully funded by the European Union, within the framework of the Level Up project. |



# 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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