



MASTER YOUR DIGITAL SKILLS

AI Superpowers for Event
Planning – From Idea to Ready
in Moments

Artificial Intelligence (AI)

Robocoast



Co-funded by
the European Union



SEMINAR OVERVIEW

This hands-on workshop introduces participants to practical AI tools for creating professional marketing materials, including websites, images, and videos, within minutes. Designed for all experience levels, the training focuses on practical application using free versions of AI tools, ensuring accessibility without additional costs. Participants will leave with ready-to-publish event marketing materials, including a website at a cost of just €15/month.



TARGET AUDIENCE

This training is perfect for professionals in small and medium-sized enterprises (SMEs), employees, managers, and entrepreneurs who need future-ready skills for event planning and marketing. Whether you're organizing a real event or just exploring ideas, this workshop is ideal for anyone curious about leveraging AI for fast, efficient, and cost-effective results. Participants are required to have completed the foundational AI training, "SME's AI 16.1.2025," to fully benefit from this session.

COURSE DESCRIPTION

Imagine creating marketing materials for your event in just minutes, without a big budget or complex processes. In this intensive workshop, you will:

- **Explore AI tools** for creating professional websites, images, and videos.
- **Engage in hands-on activities** to produce real marketing materials using free AI tools.
- **Learn cost-effective solutions**, like creating websites ready to publish for €15/month.

Come prepared with a basic event idea to maximize the workshop's benefits, whether it's an upcoming event or just an initial concept.

- Learn how to create professional marketing materials in record time.
- Gain hands-on experience with AI tools for practical, real-world applications.
- Discover a cost-effective way to market events, ideal for limited budgets.
- Take part in an inspiring and interactive workshop that combines theory with action.
- Receive guidance from top AI experts in a supportive environment.

COURSE INFO

Location	Kautton Ruukinpuisto, Eura
Date	21.1.2025
Time	17:30-20:00 UTC +2
Duration	2,5 hours
Cost	Participation is fully funded by the European Union, within the framework of the Level Up project.



Juha Särkinen

Juha Särkinen is the Founder and CEO of Humandigi Oy, as well as a versatile IT professional with over 17 years of experience. His career spans a wide range of roles, including consultant, developer, project manager, and team leader. Juha specializes in helping small and medium-sized businesses harness AI in their daily operations to boost efficiency and drive innovation.



Ville Strandman

Ville Strandman is the Chairman of the Board at Humandigi Oy and an artificial intelligence expert who specializes in helping businesses leverage AI for marketing and business development. His expertise lies in AI solutions that streamline processes, free up resources, and enable cost-effective project implementation.





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