Level *Up*

MASTER YOUR DIGITAL SKILLS

SME'S AI:
Basics, prompts and applications in practice
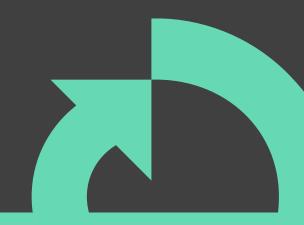
Artificial Intelligence (AI)

Robocoast

SEMINAR OVERVIEW

Welcome to the Artificial Intelligence training, which is trained by Taina Norha. The course covers the basics of artificial intelligence, introduces various tools such as ChatGPT, Gemini and Copilot, delves into how ChatGPT works, and provides practical examples and exercises for applying artificial intelligence in everyday life. Participants will benefit from the ability to apply AI in different work tasks, inspiring learning and additional materials for registering a ChatGPT account.

TARGET AUDIENCE

The target group of the event consists of professionals and individuals who want to learn the basics of artificial intelligence and its use in various work tasks. Participants do not need to have previous experience of artificial intelligence, but interest in applying it in work is important.

COURSE DESCRIPTION

The AI course offers participants the opportunity to develop their digital skills by focusing on AI fundamentals and practical tools such as ChatGPT. The course also covers ethical and privacy considerations. The participants receive interactive learning and supervised practical training, as well as additional material for continuous development.

- **Basics of AI: Key concepts and language models are explained in an understandable way.**
- **Introduction to the tools: Introduction to ChatGPT, Gemini, and Copilot.**
- **How ChatGPT works: Use of prompts, relevance of context, privacy and ethical issues.**
- **Practical application: Examples and tools for utilizing artificial intelligence in everyday life.**
- **Supervised Training: An opportunity to try ChatGPT in practice and discuss experiences.**
- **Benefits for participants: capacities**

COURSE INFO

Location	**Online, Microsoft Teams**
Date	**25.6.2024**
Time	**12:00-14:00 UTC +3**
Duration	**2 hours**
Cost	**Participation is fully funded by the European Union, within the framework of the Level Up project.**

Taina Norha

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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