Training Course:
AI for Business: Transforming Operations, Marketing, and Automation

20 - 24 July 2025
Dubai (UAE)
Residence Inn by Marriott Sheikh Zayed Road, Dubai

Training Course code: SC235796 From: 20 - 24 July 2025 Venue: Dubai (UAE) - Residence Inn by Marriott Sheikh Zayed Road, Dubai Training Course Fees: 4900 Euro

Introduction

Artificial Intelligence AI is revolutionizing the way businesses operate, offering unparalleled opportunities to enhance efficiency, optimize decision-making, and create personalized customer experiences. This training program, designed by Global Horizon Training Center, equips professionals with the knowledge and skills needed to integrate AI into their business strategies. Participants will explore AI fundamentals, automation tools, ethical considerations, and practical AI applications relevant to marketing, operations, and customer engagement.

By the end of this program, attendees will be well-equipped to leverage AI-driven solutions to improve business efficiency and gain a competitive edge.

Objectives

By completing this training, participants will:

- Understand the core concepts of AI, machine learning, and data science in business applications.

- Learn how to implement AI-driven automation solutions to streamline workflows and increase productivity.

- Gain insights into ethical AI considerations, ensuring transparency and fairness in AI adoption.

- Explore practical AI applications in marketing, customer engagement, and business operations.

- Develop the skills to integrate AI into data-driven decision-making and predictive analytics.

Course Methodology

This training employs a practical, hands-on approach, combining:

- Interactive presentations to explain AI concepts and case studies.

- Live demonstrations of AI-powered business tools.

- Workshops and group discussions to encourage critical thinking.

- Real-world case studies from the oil marketing, retail, and corporate sectors.

- Hands-on exercises using AI applications for automation and analytics.

Organizational Impact

- Improved operational efficiency through AI-driven automation.

- Enhanced customer engagement with AI-powered personalization.

- Stronger data-driven decision-making for competitive advantage.

- Greater compliance with ethical AI practices and regulatory standards.

- Increased innovation and AI readiness within the organization.

Target Audience

This program is ideal for:

- Business Executives and Decision-Makers

- Marketing and Sales Professionals

- Operations and Supply Chain Managers

- IT and Digital Transformation Teams

- Customer Experience and Service Leaders

- Data Analysts and Business Intelligence Teams

Course Outline

Day 1: AI Fundamentals and Business Applications

- Introduction to AI, Machine Learning, and Data Science

- Understanding AI's Role in Business Transformation

- Supervised vs. Unsupervised Learning and Predictive Analytics

- How AI is Used in Operations, Marketing, and Customer Service

- Case Study: AI-Powered Customer Segmentation

Day 2: AI-Driven Automation for Business Efficiency

- Understanding AI-Powered Business Automation

- Robotic Process Automation RPA and Its Benefits

- AI in Supply Chain, Logistics, and Fuel Retail Operations

- Automating Repetitive Business Tasks with AI

- Hands-on Exercise: Using AI for Process Automation

Day 3: AI in Marketing and Customer Engagement

- AI-Driven Personalization and Customer Targeting

- AI Chatbots and Virtual Assistants for Customer Support

- Sentiment Analysis and Social Media Monitoring with AI

- AI in Loyalty Programs and Recommendation Systems

- Hands-on Workshop: Implementing AI in Digital Marketing

Day 4: Ethical AI and Governance in Business

- Bias and Fairness in AI Decision-Making

- Transparency and Accountability in AI Systems

- AI Regulatory Compliance and Industry Best Practices

- Data Privacy and Security in AI Applications

- Case Study: Ethical AI Failures and Lessons Learned

Day 5: Practical AI Applications and Implementation Strategies

- AI-Powered Business Intelligence and Data-Driven Decision Making

- Using AI for Predictive Analytics in Business Strategy

- AI in Energy Efficiency and Carbon Footprint Reduction

- Developing an AI Roadmap for Business Growth

- Final Q&A, Wrap-Up, and Certification

Registration form on the Training Course:
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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Full Name (Mr / Ms / Dr / Eng): ....
Position: ....
Telephone / Mobile: ....
Personal E-Mail: ....
Official E-Mail: ....

Company Information

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Address: ....
City / Country: ....

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): ....
Position: ....
Telephone / Mobile: ....
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Payment Method

☐ Please find enclosed a cheque made payable to Global Horizon

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| Telephone: +201095004484 to provisionally reserve your place. | Fax your completed registration form to: +20233379764 | E-mail to us : info@gh4t.com or training@gh4t.com | Complete & return the booking form with cheque to:Global Horizon 3 Oudai street, Aldouki, Giza, Giza Governorate, Egypt. |