



*Training Course:
AI-Powered Automation and Digital
Transformation in Oil Marketing*

1 - 5 June 2025

Dubai (UAE)

Residence Inn by Marriott Sheikh Zayed Road, Dubai

Training Course: AI-Powered Automation and Digital Transformation in Oil Marketing

Training Course code: SC235797 From: 1 - 5 June 2025 Venue: Dubai (UAE) - Residence Inn by Marriott Sheikh Zayed Road, Dubai Training Course Fees: 4900 € Euro

Introduction

The oil marketing industry is undergoing a rapid transformation driven by digitalization and artificial intelligence AI. AI-powered automation is revolutionizing fuel retail, supply chain management, customer engagement, and operational efficiency. This training program, designed by Global Horizon Training Center, provides professionals with the necessary skills and knowledge to harness AI for optimizing processes, enhancing customer experiences, and improving decision-making.

Participants will gain hands-on experience with AI-driven automation tools, understand ethical AI implementation, and explore real-world applications tailored to oil marketing operations.

Objectives

By the end of this program, participants will be able to:

- Understand the fundamentals of AI and its role in digital transformation in the oil marketing sector.
- Learn how AI-driven automation enhances operational efficiency, supply chain processes, and customer engagement.
- Identify AI applications in fuel retail, logistics, and predictive maintenance.
- Develop data-driven decision-making skills using AI-powered analytics.
- Implement AI solutions while ensuring ethical AI adoption and compliance.

Course Methodology

The training program follows an interactive and hands-on approach, including:

- Concept-based learning through presentations and discussions.
- Case studies from leading oil marketing companies adopting AI.
- Live demonstrations of AI-powered automation tools.
- Workshops and group exercises to apply AI-driven automation techniques.
- Real-world problem-solving activities using AI in oil marketing operations.

Organizational Impact

- Optimized fuel retail and logistics operations using AI-powered automation.
- Enhanced customer experience through AI-driven marketing strategies and chatbots.
- Increased operational efficiency by automating repetitive and data-heavy tasks.
- Data-driven decision-making using AI-powered analytics and predictive maintenance.
- Greater compliance and risk management by implementing AI with ethical considerations.

Target Audience

This training program is ideal for:

- Executives and decision-makers in oil marketing companies.
- Operations and supply chain managers looking to integrate AI into logistics.
- Marketing and customer service professionals seeking AI-powered engagement strategies.
- IT and digital transformation teams implementing AI-driven automation.
- Business analysts and data science teams working on AI-driven insights.

Course Outline

Day 1: AI and Digital Transformation in Oil Marketing

- Introduction to AI, Machine Learning, and Digital Transformation
- How AI is reshaping fuel retail, logistics, and customer service
- AI-driven business models in the oil marketing industry
- Case Study: AI adoption in major oil marketing companies

Day 2: AI-Powered Automation in Oil Retail and Supply Chain

- AI in demand forecasting and fuel pricing optimization
- Automating fuel logistics with AI-driven fleet management
- AI-powered inventory control and predictive supply chain analytics
- Hands-on Workshop: Using AI for operational process automation

Day 3: AI in Customer Experience and Digital Marketing

- AI-powered personalization and customer segmentation
- Chatbots and virtual assistants in fuel retail services
- AI-driven customer sentiment analysis and social media engagement
- Workshop: Building AI-driven marketing campaigns

Day 4: Ethical AI and Governance in the Oil Sector

- Ensuring ethical AI adoption in oil marketing operations
- Bias and fairness in AI decision-making
- AI compliance, transparency, and risk management
- Case Study: Regulatory and ethical AI frameworks in the energy sector

Day 5: AI Implementation Strategies and Future Trends

- Developing an AI strategy for digital transformation in oil marketing
- AI-powered business intelligence and predictive analytics
- The future of AI in fuel retail and oil logistics
- Final Q&A and AI readiness assessment for organizations

Registration form on the Training Course: AI-Powered Automation and Digital Transformation in Oil Marketing

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- Please find enclosed a cheque made payable to Global Horizon
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