

# Introduction to AI

Presentation by Ian Harrison of Creative Theory.

Timescale : 3 hours

Session Group Size : 10-15 people

## 1. Introduction to 'AI'

- **What is AI?** A simple explanation and relevance.
- **Myths and Limitation:** Clarify the limitations of current technology.

## 2. Engaging Examples

- **Interactive Demos:** Show some fun AI tools in action.
- **AI in Daily Life:** Highlight familiar AI applications.

## 3. Practical Applications in Business

### A. Marketing

- **Targeted Advertising:** Personalising marketing efforts.
- **Content Generation:** Use AI for creating imagery, copy and posts.

### B. Administration

- **Task Automation:** Streamline scheduling and email management.
- **Customer Service:** Implement chatbots to improve responses.

### C. Accounting

- **Automated Bookkeeping:** Simplify expense tracking.
- **Financial Insights:** Utilise AI for forecasting and planning.

## 4. Getting Started with AI

- **User-Friendly Tools:** Introduce accessible platforms.
- **Implementation Steps:** How to integrate AI smoothly and legally.
- **Cost and ROI:** Discuss affordability and benefits.
- **Recognise Drawbacks:** Uncovering the current issues with AI.

## 5. Success Stories

- **Case Studies:** Share examples of successful AI adoption.
- **Lessons Learned:** Discuss challenges and solutions.

## 6. Q&A Session

- **Address Concerns:** Open floor for questions.
- **Provide Resources:** Offer information for further help.

## 7. Conclusion

- **Recap Benefits:** Summarise key takeaways.
- **Next Steps:** Encourage exploration of AI tools.