

AIBIZ

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Workshops Training  
Programme

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AI for SMEs



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AIBIZ- Exploiting Artificial Intelligence Technologies for SMEs  
A2 – AIBIZ Workshops Training Programme

If you to know more about the project from which this document is originated, please explore the project website: <https://aibizproject.eu/>

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# Introduction

This document outlines a structured model for designing and delivering a series of three workshops focused on equipping professionals with the essential knowledge and skills to effectively integrate AI tools into business processes, systems, and workflows to enhance efficiency and performance.

The model is designed to support vocational training providers, business consultants facilitating the digital transition, and SMEs (Small and Medium-sized Enterprises) aiming to leverage AI to remain competitive in a rapidly evolving market.

The workshops aim to provide a solid foundation in AI, covering key concepts such as machine learning, data analysis, and natural language processing. Participants will develop an understanding of the definition and core principles of AI, as well as the latest trends in AI adoption within the business landscape.

The training will also address the practical aspects of AI implementation, including identifying business needs, selecting appropriate AI tools based on scalability and compatibility, and developing a strategic plan for AI integration.

Additionally, the workshops will cover critical competencies such as assessing the potential benefits of AI for SMEs and understanding the main risks associated with AI tools and services. Ethical considerations and safe AI use will be emphasized, ensuring that participants are well-prepared to manage AI-related challenges responsibly.

This model serves as a practical resource for trainers and professionals seeking to guide businesses through AI adoption, offering a structured and comprehensive approach to building AI literacy and strategic capabilities in SMEs.

# Target groups

## Audience

The workshops are designed to meet the needs of a diverse range of stakeholders involved in the digital transition of businesses. Key targets include:

- vocational training providers who aim to enhance their AI-related training offerings and better equip learners with future-ready skills.
- Business consultants supporting SMEs (Small and Medium-sized Enterprises) in adopting new technologies will benefit from a deeper understanding of AI implementation strategies and challenges.
- The model also targets SME managers and decision-makers who seek to integrate AI into their business processes to improve efficiency, scalability, and competitiveness.

Additionally, the workshops can support IT professionals looking to expand their knowledge of AI tools and trends, as well as policy makers and industry associations aiming to create a supportive ecosystem for AI adoption. By targeting this wide range of stakeholders, the workshops aim to build a network of informed professionals capable of driving effective AI integration across different sectors.

# Learning Outcomes

## Competence

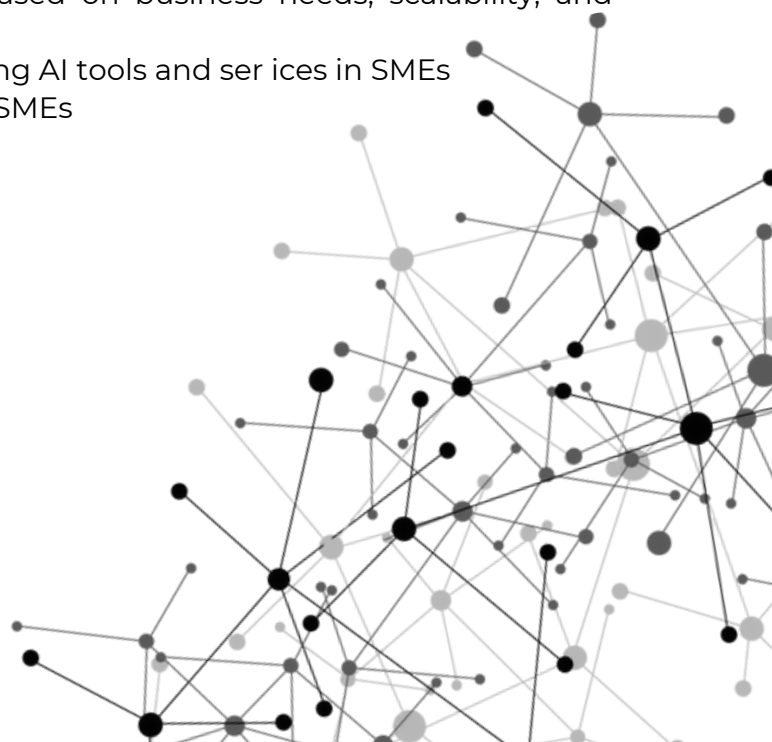
- To effectively integrate AI tools within existing business processes, systems, and workflows to enhance efficiency and performances.

## Knowledge

- To be aware of the definition of AI and main principles
- To gain a solid foundation in AI concepts, including machine learning, data analysis, and natural language processing
- To be aware of the main trends in the use of AI for the business
- To present the main competences needed to implement AI tools in SMEs
- To be aware of the main risks linked to AI tools and services.

## Skills

- To assess and select the right AI tools based on business needs, scalability, and compatibility with existing infrastructure
- To assess the potential benefits of integrating AI tools and services in SMEs
- To plan a strategy to implement AI tools in SMEs
- To be able to use AI safely and ethically



# Training Programme

The following section outlines the detailed structure of the three workshops designed to provide a comprehensive understanding of AI and its application in SMEs.

Each workshop builds progressively on the previous one, combining theoretical knowledge with practical exercises to ensure a balanced learning experience. The workshops include interactive sessions, case studies, and hands-on activities to reinforce key concepts and foster strategic thinking. Participants will also have the opportunity to engage with the AIBIZ Toolkit, apply their learning through practical assignments, and receive feedback on their strategies. This structured approach ensures that participants gain both the knowledge and the confidence to implement AI effectively in their business contexts.

## Programme

### Workshop 1:

- Pre-test assessing the participants' competencies
- Provide a definition of AI and main principles (1h)
- AI for businesses: trends and statistics (1h)
- The benefits of AI in SMEs: concrete examples and case studies (2h)

### Workshop 2

- Implementing AI tools in SMEs: strategies and ethical issues (2h)
- Presentation of the AIBIZ Toolkit and hands on (1h)
- Assignment:
  - Plan your AI implementation strategy (1h)
  - Analysis of the AIBIZ Toolkit

### Workshop 3

- Presentation of the strategies elaborated by the participants (4h)
- Post Test
- Final evaluation

# Conclusions

The workshop model outlined in this document provides a structured and practical approach to equipping professionals and SMEs with the knowledge and skills needed to effectively integrate AI into their business processes.

Through a balanced combination of theoretical insights, case studies, and hands-on activities, participants will gain a deep understanding of AI fundamentals, including machine learning, data analysis, and natural language processing.

The workshops are designed to address both the opportunities and challenges presented by AI, ensuring that participants can confidently assess the potential benefits of AI tools and services while being aware of the associated risks and ethical considerations.

By engaging with the AIBIZ Toolkit and developing their own AI implementation strategies, participants will not only deepen their technical understanding but also enhance their strategic thinking.

The collaborative and interactive format of the workshops encourages knowledge sharing and peer learning, helping participants refine their strategies based on real-world feedback and best practices. The focus on SMEs ensures that the content is tailored to the specific needs and constraints of smaller businesses, making AI adoption more accessible and manageable.

This training model serves as a valuable resource for vocational trainers, business consultants, and SMEs navigating the complexities of AI adoption. By the end of the program, participants will be better equipped to select, implement, and manage AI tools in a way that drives business efficiency, scalability, and competitiveness while maintaining ethical standards.

This comprehensive approach ensures that businesses can harness the power of AI responsibly and effectively, positioning themselves for long-term success in an increasingly digital economy.



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