

GENERATIVE AI FOR CORPORATE INNOVATION WORKSHOP

WORKSHOP OVERVIEW

Title: Generative AI for Corporate Innovation

Duration: 1-Day Intensive or 2-Day Deep Dive

Target Audience: Corporate innovation teams, marketing professionals, product developers, creative leads, and senior leadership

WORKSHOP OBJECTIVES

By the end of this workshop, participants will:

- Understand the fundamentals of Generative AI (GenAI) and its business applications.
- Learn prompt engineering techniques for effective AI utilization.
- Build customized AI agents to streamline workflows.
- Gain hands-on experience with GenAI tools for creative and marketing applications.
- Develop an actionable strategy for AI integration in their organization.

WORKSHOP AGENDA

Session 1: Introduction to Generative AI

Duration: 45 minutes

- Overview of Generative AI: LLMs, Diffusion Models, GANs, and Transformer models.
- Applications in content creation, marketing, customer support, and product design.
- Real-world corporate examples: Coca-Cola (AI-driven campaigns), IKEA (AI-assisted design), and Amazon (AI product recommendations).

Activity: Brainstorming session on how participants' businesses could integrate GenAI solutions.

Session 2: Prompt Engineering and AI Personalization

Duration: 1 hour

- Principles of effective prompt design for maximizing GenAI output.
- Techniques for improving accuracy, tone, and relevance in AI-generated content.
- Creating reusable prompt frameworks for business applications.

Hands-on Activity: Interactive exercise using OpenAI's ChatGPT or DeepSeek to:

- Generate marketing copy.
- Create client outreach templates.
- Design dynamic content for social media campaigns.

Session 3: Building Custom AI Agents for Corporate Tasks

Duration: 1.5 hours

- Introduction to role-based AI agents.
- Designing AI assistants for customer support, HR, data analysis, and creative ideation.
- Automating repetitive tasks using AI workflows.

Hands-on Activity: Participants will build a custom AI agent for their specific business need using tools like OpenAI API, LangChain, or Ollama.

Session 4: Creative Applications of GenAI

Duration: 1.5 hours

- Using GenAI for design, branding, and visual storytelling.
- Generating compelling imagery with tools like ComfyUI and Stable Diffusion.
- Leveraging GenAI for dynamic video generation and product visualization.

Hands-on Activity: Participants will create:

- AI-generated ad visuals for a mock campaign.
- Personalized email marketing templates.
- A custom chatbot for internal or customer-facing interactions.

Session 5: AI Ethics, Data Privacy, and Governance

Duration: 1 hour

- Ensuring responsible AI use in corporate environments.
- Understanding data privacy laws (GDPR, CCPA, etc.) in AI systems.
- Building transparent, bias-free AI models that align with corporate values.

Group Discussion: Creating a corporate AI governance framework.

Session 6: Developing an AI Integration Roadmap

Duration: 1 hour

- Identifying high-impact areas for AI deployment in the organization.
- Creating an actionable roadmap for implementation.
- Outlining KPIs and success metrics for AI initiatives.

Capstone Activity: Teams design a mock AI-powered solution for their business and present their strategies.

WORKSHOP DELIVERABLES

- AI-driven marketing templates
- Customized AI agent prototype
- Visual content samples generated with GenAI tools
- AI integration roadmap tailored for each participant's company
- Workshop documentation with step-by-step guides and resources

POST-WORKSHOP SUPPORT

- Follow-up Q&A session (virtual) for implementation support.
- Access to curated AI toolkits and best practices documentation.
- Optional 1-on-1 consultation for specific project guidance.

TRAINER INTRODUCTION

Rahul Dutta is an experienced technologist, educator, and pioneer in emergent technologies with over 18 years of experience in Virtual Reality (VR), Augmented Reality (AR), Extended Reality (XR), Metaverse development, and Generative AI.

As the founder of Trimensions Metaverse Development, Rahul has designed immersive experiences, corporate training solutions, and enterprise-ready AI implementations for global brands. He has trained corporate teams, developers, and creative professionals to adopt and integrate cutting-edge technologies in practical, scalable ways.

Rahul's extensive experience ensures that participants leave equipped with actionable insights, real-world strategies, and practical implementation techniques for leveraging Generative AI in corporate innovation.