

**American Management Association's
How to Use AI Tools with Confidence: A Hands-On Workshop**

Learning Objectives

- Understand the Foundations of Generative AI Including Key Definitions, Effectively Prompting Large Language Models (LLMs), and Usage Across Platforms
- Do a “Deep Dive” on AI Building a Chatbot, Business Use Cases and Communication Tools
- Look into the Future with Generative AI Including Recognizing Risks and Mitigations, Staying Current, and How Your Business Can Adapt

Foundations of Generative AI

- Understand the Fundamentals of Generative AI and How That Impacts Your Business
- Identify and Recognize Effective Prompting Techniques

Deeper Dive

- Identify Over 10 Tools That are Available for Current Use By Your Organization
- Understand How to Customize a Chatbot Using Low-Code/No-Code Tools

Into the Future with Generative AI

- Look Into the Future with Generative AI Including Recognizing Risks and Mitigations, Staying Current, and How Your Business Can Adapt