

# Business + AI



HOBART 7 November 2024

## Reshape the business landscape through disruption and opportunity with tech expert Simon Tyrell.

This not-to-be-missed one-day AI workshop series returns to Hobart on 7 November 2024.

Business + AI is the next in our series of immersive workshops exploring the significant and growing impact of artificial intelligence (AI) on our lives.

### What you'll learn:

- The fundamental concepts of generative AI and understand its relevance in today's organisational landscape.
- Insights into generative AI models, including the security and ethical considerations of the technology.
- Real-world applications across different industries and business functions such as marketing, customer service, finance, and human resources.
- The mindset required to identify opportunities and harness the broad potential of generative AI.
- Through a series of hands on exercises, master practical techniques for this dynamic and fast-evolving technology.

The impact of AI on the business landscape has seen a seismic shift in operations, igniting widespread excitement and redefining corporate strategies.

This advanced technology is quickly emerging as a transformative force in almost all sectors of industry, allowing companies to capitalise on generative AI tools for more efficient content creation, bespoke customer experiences, boosting productivity and streamlining processes via automation.

Yet this progress is not without its challenges – safeguarding information, navigating ethical concerns and effectively managing integration into value-driven applications are pivotal issues that businesses must address.

**BOOK  
NOW**

### HOBART

Thursday 7 November

9.00 am - 5.00 pm

Derwent Room, Wrest Point,  
410 Sandy Bay Rd, Sandy Bay

**Investment:** \$875

Group bookings of 3+ save from  
10% - 30%

“This is a must attend event, total game changer and way of thinking of doing business ...be prepared to see all the possibilities

## Who's it for?

- Business owners, leaders and decision-makers: Business leaders who are seeking to understand the potential and impact of generative AI on their organisational strategy and operations.
- Leaders and Team members: Professionals in key roles within a business or organisation such as marketing, customer service, finance, and human resources who are interested in applying generative AI tools.
- Individuals: Anyone looking to gain practical skills and insights into generative AI. It's not just theoretical; AI tools are impacting all areas of our day-to-day lives.

“Both content and presentation style were superb. I left the session inspired to bring this change to my workplace.”

## The outcomes

This workshop provides the theory mixed with interactive exercises that will enable you to:

- Apply generative AI capabilities to real-world scenarios in your business or organisation
- Leverage the readily available tools to provide positive impact on your business operations
- Connect with like-minded professionals shaping the future of their organisations and industries.

## Meet your facilitator



Simon Tyrrell

Meet Simon Tyrrell, tech expert and co-founder of Humaie working with organisations to plan and implement Generative AI solutions.

Based in Tasmania, Simon is a technology expert with over 18 years of experience working some of the biggest brands and transforming the way people approach innovation by providing advice on their digital technology strategies.

Simon has held various leadership positions, including Chief Product Officer, where he led a team that created one of the world's first business-focused chatbot products. In subsequent roles, he has led Strategy and Innovation for a fast-growing, publicly listed global software company.

Simon has a wealth of experience in bridging the gap between leadership, business and artificial intelligence. Expert in the field of technology and innovation, he's able to communicate complex technology in simple and approachable ways.

### FOUNDATION PARTNER:

Tasmanian Leaders is supported by the Tasmanian Government through the Department of State Growth



### ORGANISATION PARTNERS:

