

BUSINESS + AI

Unlock the power of generative artificial intelligence (AI) with tech expert Simon Tyrrell in this immersive workshop.

This not-to-be-missed one-day workshop takes a deep dive into how generative AI is revolutionising industries, creating opportunities, and navigating challenges.

Whether you join us in Hobart on 10 April or in Launceston on 20 November 2025, the program will contain the most up to date and relevant information.

About the workshop

Our Business + AI workshop is one of our most sought-after programs, designed to equip professionals with the skills and insights needed to stay ahead in a rapidly evolving landscape. It empowers participants to harness generative AI effectively, tackle complexity, and lead confidently at the forefront of technological innovation.

There's no doubt that the rise of generative AI has transformed business operations, providing powerful tools for content creation, customer engagement, productivity, and automation. This advanced technology is redefining strategies across industries and unlocking new possibilities.

But with innovation comes complexity. Businesses face critical challenges, such as safeguarding sensitive information, addressing ethical concerns, and ensuring AI aligns with organisational values.

In this workshop, you'll gain the knowledge, tools, and confidence to integrate generative AI into your business and stay ahead of the curve.

The day concludes with a hands-on session where you'll create and apply your own AI-driven solution, showcasing its real-world potential. A follow-up online session will address roadblocks and challenges, providing additional support for implementing your learning.

You will also leave with several tools, including a prompt queue to help you implement and share back with your team.

What you can expect to learn

- The fundamental concepts of generative AI and agentic AI and its relevance in today's organisational landscape.
- Insights into AI models, with a focus on security and ethical considerations.
- Practical applications across industries, including marketing, customer service, finance, and human resources.
- Strategies to identify AI-driven opportunities and maximise potential.
- Hands-on exercises to master generative AI tools and techniques.

Who should attend?

This workshop is ideal for:

- Business owners, executives, and decision-makers exploring AI's impact on strategy and operations.
- People in marketing, customer service, finance, HR, and other roles looking to apply AI tools effectively for greater efficiency and productivity.
- Professionals in education, health care and other industry sectors where AI tools are transforming the way they work.
- Curious learners eager to gain practical, actionable skills in generative AI to stay ahead in their careers.

Workshop details

HOBART

Thursday 10 April
9.00 am – 5.00 pm

Reflection and
application webinar
Tuesday 29 April
12.00 pm – 1.00 pm

LAUNCESTON

Thursday 20 November
9.00 am – 5.00 pm

Reflection and
application webinar
Thursday 11 December
12.00 pm – 1.00 pm

“A worthwhile investment which provided both tools for immediate practical application and great insight into the challenges and opportunities that leaders face in an AI world. Highly recommend!”

- Kerry Sarten, Consultant, Groom Kennedy



Simon Tyrrell is a seasoned tech expert and founder of Humaie, based in Tasmania. With over eighteen years of experience, Simon has worked with global brands, helping them innovate through digital technology strategies.

Simon's expertise spans leadership, business, and AI, including his role as chief product officer, where he spearheaded one of the world's first business-focused chatbot products. He is passionate about bridging the gap between business and technology, delivering complex concepts in an approachable and practical way.

Investment – \$920

Price includes attendance at this workshop, with all catering provided, plus a follow up webinar. Concession rates are available for financial members of Tasmanian Leaders and for group bookings of three or more participants.

Meet your facilitator



Tasmanian Leaders once again have demonstrated their leading-edge approach to leadership in the 21st century. Artificial intelligence will increasingly affect us all, and the Tasmanian Leaders' insights on how to best navigate this new world are absolutely excellent."

- Richard Dent, CEO, Leading Progress

Book your place today!

Secure your place and take the first step towards leading in the AI-driven future:

HOBART

events.humanitix.com/business-and-ai-hobart

LAUNCESTON

events.humanitix.com/ai-lton

Next steps and other opportunities

Due to the interactive nature of this workshop, places are strictly limited. Secure your spot today, as it will likely sell out.

Looking for a different leadership development opportunity? Explore our other programs on our website or contact our team on 03 6777 2562 or info@tasmanianleaders.org.au.



Exhilarating session with useful information provided from the get-go. Attendees were highly engaged and the day flashed by - I took over 30 pages of notes. More please."

- Dr Tony McDonald, Team Leader Technology Services, City of Launceston

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