SMALL BUSINESS BRITAIN

AI For Small Business

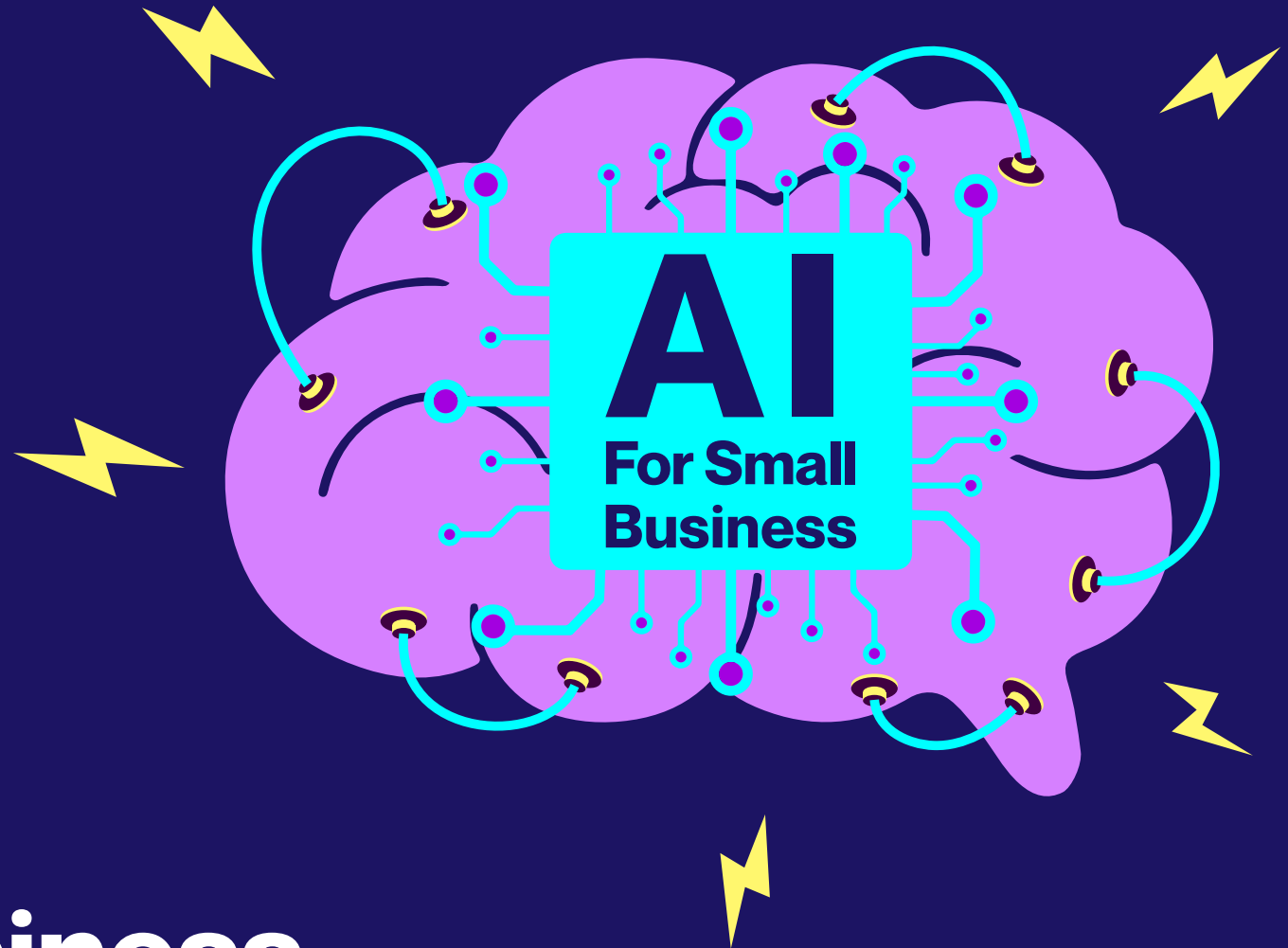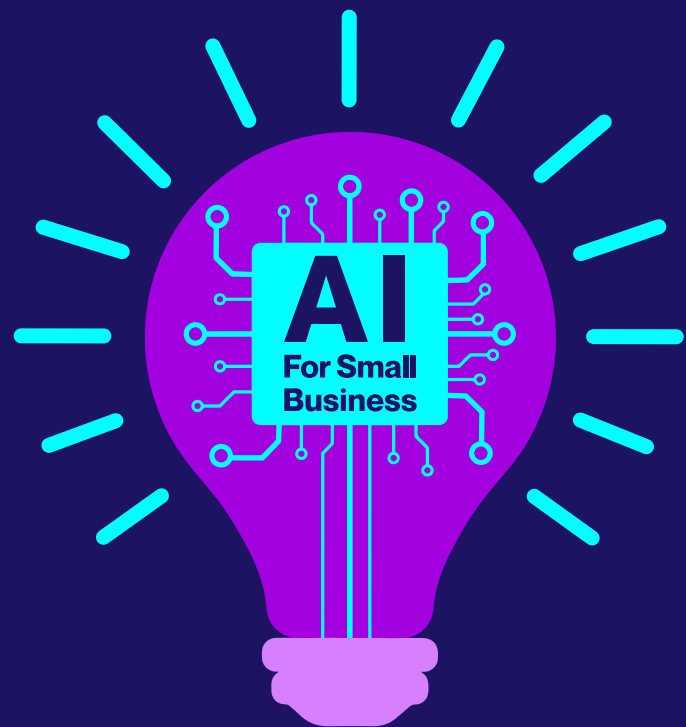## AI For Small Business

AI For Small Business

Course Information

Sponsored by

BT Group

AI For Small Business

This free six-week AI for Small Business programme, sponsored by BT Group, is designed to equip small business owners with the tools and skills to leverage AI. Led by industry experts, the sessions cover everything from streamlining communication and automating tasks to enhancing marketing strategies. This programme offers a practical approach to boosting your business and simplifying operations. Delivered online for flexibility, it's accessible to participants across the UK.

What the Programme includes

Live weekly sessions, recorded and available on a private Small Business Britain website, exclusive to course participants. Real-life examples demonstrated by a business from our community.

Access to a private, supportive community to ask questions, engage with experts and instructors, share experiences, and network with other small businesses.

Course Programme

AI
For Small Business

1

Introduction to AI - What It Means for Small Businesses

You will learn:

- What AI is, its origins, why it's important, and its future potential.
- How AI can add value to your business.
- How to begin integrating AI into your operations, with tools like chatbots, automation, and more.

2

Use AI to Transform Your Marketing
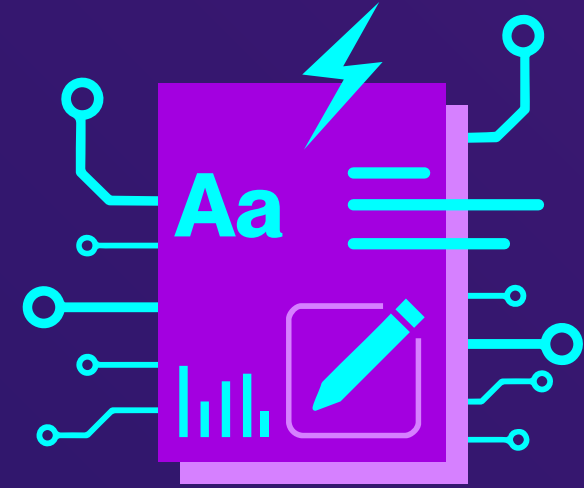
You will learn:

- How AI can streamline creative content production and refine copywriting.
- Practical techniques to optimise social media campaigns using AI tools.
- Strategies to incorporate AI into your marketing to boost engagement and efficiency.

3

How to Use AI to Develop a Business Plan

You will learn:

- How AI can simplify and supercharge your business planning process.
- Step-by-step techniques to create a business plan using AI tools.
- About AI platforms for market research, financial forecasting, and more.
- How to avoid common pitfalls and master best practices for blending AI with your expertise.

4

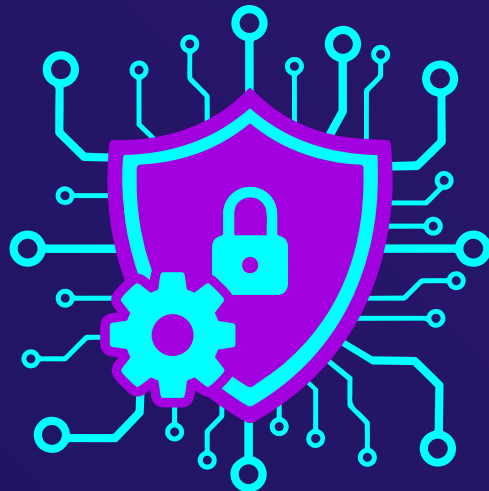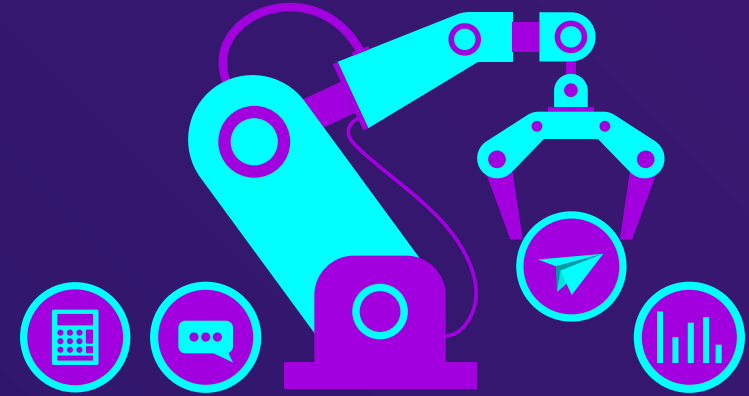## AI for Business Process & Automation

You will learn:

- What AI-driven business process automation is and how it differs from traditional automation.
- To identify key business areas where AI can improve efficiency, reduce costs, and enhance decision-making.
- Practical ways to start integrating AI into your businesses with minimal disruption.

5

Supersize your Business with AI

You will learn:

- How to design and deploy AI assistants to automate repetitive tasks, saving valuable time.
- Effective strategies for integrating AI to enhance team productivity and operational scalability.
- The key differences between AI assistants and AI agents.

6

AI Safe and Secure

You will learn:

- How to spot common AI scams and protect your business from fraud and data leaks.
- To recognize AI bias and ensure it works for you, not against you.
- The must-know rules on data privacy and compliance.

To sign up, please visit https://smallbusinessbritain.uk/ai-for-small-business.

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