

# AI IN ACTION: BOOSTING PERFORMANCE ACROSS DEPARTMENTS

Start Date:	22/09/2025	End Date:	26/09/2025
Categories:	Artificial Intelligence & Er	Venues:	Doha
Formats:	In Person	Instructors:	

## OVERVIEW

This course provides practical, cross-functional applications of artificial intelligence to improve efficiency, decision-making, and innovation in various business departments. Participants will explore tools, case studies, and workflows that demonstrate how AI can be integrated into marketing, HR, finance, operations, and customer service for measurable results.

## OBJECTIVES

By the end of this course, participants will be able to:

- Understand the practical capabilities and limitations of AI technologies.
- Identify AI use cases and tools relevant to different departments.
- Apply AI to automate repetitive tasks, gain insights from data, and enhance productivity.
- Evaluate ethical considerations and data governance in AI adoption.
- Design department-specific AI integration plans that align with business goals.

## COURSE OUTLINE

1- AI Fundamentals: Technologies, Trends, and Business Value  
2- AI in Marketing, Customer Insights & Content Creation  
3- AI in HR, Recruitment, and People Analytics  
4- AI in Finance, Operations, and Supply Chains  
5- Building a Departmental AI Action Plan

## TARGET AUDIENCE

Department heads, managers, innovation teams, transformation leads, and professionals looking to practically apply AI tools within their functions.

## METHODOLOGY

Interactive demos, tool walkthroughs, department-based case studies, AI workflow design activities, and ethical scenario discussions.

## CONCLUSION

Participants will complete the program with actionable plans to pilot AI within their teams, enhanced cross-functional awareness, and readiness for AI-driven innovation.

## DAILY AGENDA

### Day 1: Introduction to Applied AI

Explore the basics of AI and how it creates business value across functions.

### Day 2: Marketing & Customer Experience

Leverage AI for personalization, behavior prediction, content generation, and campaign optimization.

### Day 3: HR & People Functions

Apply AI for recruitment, performance tracking, and sentiment analysis in employee engagement.

### Day 4: Finance & Operations

Integrate AI for automation, forecasting, fraud detection, and process improvement.

### Day 5: Designing AI for Your Department

Build a practical roadmap for AI adoption tailored to your team's goals and constraints.

*For more information, please contact us:*

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