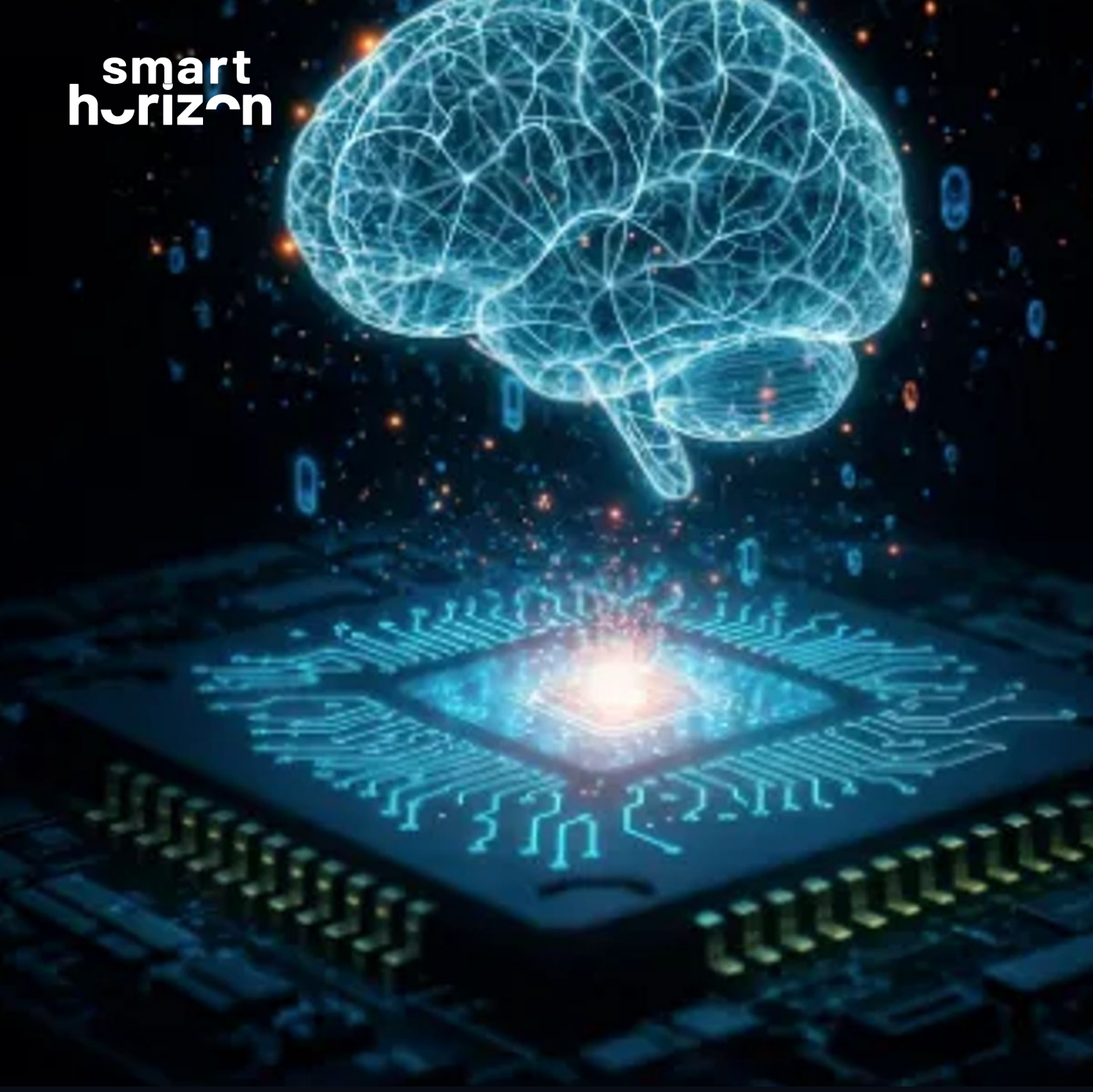


DIGITAL INNOVATION AND TRANSFORMATION | COURSE BROCHURE

Mastering Artificial Intelligence (AI) and Digital Transformation

5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

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Course content

Why attend

This course equips professionals with the knowledge and skills to effectively implement AI technologies within digital transformation initiatives. Participants will explore practical applications, tools, and strategies to leverage AI for enhanced decision-making and operational efficiency in their organisations.

Organisations face significant challenges in integrating AI into existing processes, often leading to missed opportunities for innovation and efficiency. Professionals must understand how to identify suitable AI applications that align with their digital transformation goals, ensuring they remain competitive in a rapidly evolving landscape. This course addresses these challenges by providing participants with the necessary frameworks and tools to assess their current capabilities and strategically implement AI solutions. By mastering these skills, attendees will enhance their ability to drive change and foster a culture of innovation within their teams.
The course will engage participants in hands-on exercises that simulate real-world scenarios, enabling them to apply AI tools and frameworks effectively. They will learn to assess organisational readiness for AI adoption, design AI-driven solutions, and evaluate their impact on business outcomes. Additionally, the course will cover ethical considerations and governance in AI deployment, ensuring that participants can make informed decisions that align with organisational values. By the end of the course, attendees will have developed practical capabilities that empower them to lead AI initiatives, optimise processes, and contribute to their organisation's digital transformation strategy.

Professional Problems This Course Is Designed to Solve

- Limited understanding of AI opportunities and constraints.
- Digital initiatives without a coherent implementation roadmap.
- Unclear governance, adoption responsibilities and success measures.

Course methodology

The course employs a blend of case studies, practical workshops, and simulations to foster experiential learning. Participants will work on real-world scenarios that require them to analyse data, design AI solutions, and assess their implications. Each session will include collaborative group work, where participants will develop project proposals and implementation plans based on their findings. Outputs will include detailed reports, AI implementation plans, and performance evaluation documents, providing tangible evidence of their learning. This hands-on approach ensures that participants not only understand theoretical concepts but also acquire the skills necessary to apply AI technologies effectively in their organisations. The combination of theory and practice enhances retention and application of knowledge.



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Course objectives

By the end of this course, participants will be able to:
• Analyse organisational processes to identify opportunities for AI integration.
• Design an AI implementation plan that aligns with digital transformation goals.
• Evaluate the impact of AI technologies on operational efficiency and decision-making.
• Construct a data strategy that supports AI initiatives and digital transformation.
• Assess the ethical implications of AI deployment in business contexts.
• Prioritise AI projects based on organisational readiness and potential ROI.

Target audience

This course is suitable for:
• Digital Transformation Managers - responsible for leading AI initiatives within their organisations.
• IT Professionals - tasked with implementing and managing AI technologies.
• Business Analysts - focused on identifying AI opportunities to enhance business processes.
• Project Managers - overseeing AI projects and ensuring alignment with strategic goals.

Target competencies

Participants will develop competencies in:
• Evaluate AI technologies for specific business needs.
• Develop strategic plans for AI integration in digital transformation.
• Assess data governance practices to support AI initiatives.
• Implement AI solutions that address identified business challenges.
• Facilitate cross-functional collaboration for AI project success.
• Monitor and measure the effectiveness of AI applications in operations.

Course outline

Day 1: Understanding AI and Digital Transformation

Applied activity: Participants will analyse a fictional company's digital transformation strategy to identify areas where AI could enhance operations and customer engagement. They will present their findings and recommendations to the group, focusing on potential AI applications and their expected benefits.
Output: A report outlining identified AI opportunities and strategic recommendations.

09:00–09:54	Define artificial intelligence and its relevance to digital transformation initiatives.
09:54–10:48	Explore the key components of digital transformation and their interrelation with AI technologies.



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10:48–11:00	Identify current trends in AI technologies and their impact on various industries.
11:00–11:30	**Coffee break**
11:30–12:12	Identify current trends in AI technologies and their impact on various industries. (continued)
12:12–13:06	Discuss the role of data in AI and digital transformation initiatives.
13:06–14:00	Examine case studies of successful AI implementations across different sectors.

Day 2: Assessing Organisational Readiness for AI

Applied activity: Using a provided assessment framework, participants will evaluate their organisation's readiness for AI adoption and develop a training plan to address identified gaps. They will present their findings and proposed training strategies to the group for feedback.
Output: A comprehensive readiness assessment report and training plan.

09:00–09:54	Evaluate organisational culture and structure for effective AI adoption.
09:54–10:48	Identify skills gaps and training needs for successful AI integration.
10:48–11:00	Conduct a comprehensive readiness assessment using established frameworks.
11:00–11:30	**Coffee break**
11:30–12:12	Conduct a comprehensive readiness assessment using established frameworks. (continued)
12:12–13:06	Discuss change management strategies for smooth AI implementation.
13:06–14:00	Explore tools for measuring readiness and potential impact of AI initiatives.

Day 3: Designing AI Solutions for Business Challenges

Applied activity: Participants will work in teams to design an AI solution for a fictional business problem, considering user experience, technical feasibility, and alignment with business objectives. They will create a presentation to showcase their design.
Output: A prototype of the AI solution along with a design document and presentation.

09:00–09:54	Understand the AI project lifecycle from conception to deployment.
09:54–10:48	Learn techniques for designing AI solutions tailored to specific business needs.
10:48–11:00	Explore machine learning algorithms and their applications in solving business problems.
11:00–11:30	**Coffee break**



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11:30–12:12	Explore machine learning algorithms and their applications in solving business problems. (continued)
12:12–13:06	Discuss the importance of user experience in AI solution design and implementation.
13:06–14:00	Examine tools for prototyping and testing AI solutions effectively.

Day 4: Implementing AI Technologies

Applied activity: Participants will create an implementation plan for their designed AI solution, detailing steps for deployment, data management, and performance evaluation. They will collaborate in groups to refine their plans based on peer feedback.
Output: A detailed AI implementation plan that includes timelines and resource allocation.

09:00–09:54	Explore best practices for deploying AI solutions within organisations.
09:54–10:48	Discuss data management and governance strategies for AI projects.
10:48–11:00	Learn about integration strategies for AI with existing systems and processes.
11:00–11:30	**Coffee break**
11:30–12:12	Learn about integration strategies for AI with existing systems and processes. (continued)
12:12–13:06	Evaluate performance metrics for assessing AI applications' effectiveness.
13:06–14:00	Identify common pitfalls and challenges in AI implementation and how to mitigate them.

Day 5: Evaluating AI Impact and Future Trends

Applied activity: Participants will evaluate the impact of their AI solution using provided metrics and develop a strategy for ongoing assessment and improvement. They will present their evaluation findings and recommendations for future enhancements.
Output: An impact evaluation report and continuous improvement strategy.

09:00–09:54	Assess the effectiveness of AI solutions post-implementation using relevant metrics.
09:54–10:48	Learn methods for measuring ROI and operational efficiency improvements from AI applications.
10:48–11:00	Discuss ethical considerations and governance in AI use within organisations.
11:00–11:30	**Coffee break**
11:30–12:12	Discuss ethical considerations and governance in AI use within organisations. (continued)
12:12–13:06	Explore future trends in AI technologies and their implications for digital transformation strategies.



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13:06–14:00	Develop strategies for continuous improvement and scaling of AI initiatives.

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,450.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Paris Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,860.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Cape Town Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,890.-**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.-**
Istanbul Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,650.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Amsterdam Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,540.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Singapore Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,820.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
London Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,450.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Dubai Confirmed dates	8 Feb 2027	12 Feb 2027	**€3,150.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,890.–**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Frankfurt Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,650.–**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,450.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Paris Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,860.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
Istanbul Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,650.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**
Vienna Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,940.-**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.-**
Amsterdam Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,540.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
Singapore Confirmed dates	10 May 2027	14 May 2027	**€2,820.-**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.-**
London Confirmed dates	24 May 2027	28 May 2027	**€2,450.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	14 Jun 2027	18 Jun 2027	**€3,150.–**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.–**
Frankfurt Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,650.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.–**
Barcelona Confirmed dates	28 Jun 2027	2 Jul 2027	**€2,840.–**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,450.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.–**
Paris Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,860.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Istanbul Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,650.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Rome Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,450.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Amsterdam Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,540.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Singapore Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,820.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,450.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Dubai Confirmed dates	11 Oct 2027	15 Oct 2027	**€3,150.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Rome Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,450.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Frankfurt Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,650.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**
Paris Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,860.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Istanbul Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,650.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
Amsterdam Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,540.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**



Course content

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

info@smart-horizon.eu
Amsterdam
The Netherlands

View the latest course details online