

Upskill Your Team & Transform Your Business with Generative AI

10-Day Training Course in AI and Automation

In today's fast-evolving digital landscape, businesses that embrace Generative AI and AI Agents gain a decisive advantage. **Anicca's 10-Day AI and Automation Course** provides marketers, ecommerce leaders, and business managers with the practical skills, tools, and strategies needed to drive measurable improvements in **productivity, profitability, and customer experience**.

Led by industry experts and packed with hands-on sessions, this course equips you to deploy AI solutions across your organisation — delivering results from day one.

What You'll Learn (Full Timetable Overleaf)

- AI Fundamentals and Practical Marketing Applications.
- Advanced Prompt Engineering and Workflow Design.
- AI Agent Creation for Content, Social Media, SEO, and Customer Service.
- Multimedia Generation (images, video, audio) using AI tools.
- Conversational AI and Customer Journey Automation.
- Ethical AI Practices and ROI Measurement.
- Building Your AI Adoption Roadmap using Anicca's C10 Framework.

Expert-Led, Hands-On Learning

- Taught by industry practitioners with a proven record of AI transformation.
- Small group sessions (limited to 20 in-person participants) for focused, practical learning.
- Hands-on workshops building live AI Agents, supported by real-world case studies and marketing tools.

Ongoing Support

- Access to a private WhatsApp group for tutor and peer-to-peer support, networking, implementation support, and continued learning.

Flexible Learning

- A new course will start every 2–3 months.
- Module 1 is delivered during the first week and can be attended in person at our Leicester training centre (limited to 20 places) or joined live online, with full access to session recordings and resources.
- Following Module 1, you can complete the remaining modules through either FastTrack delivery over the next two weeks or a Standard Pace, with weekly sessions over six weeks.
- Weekend sessions are also available for self-funded learners.

Why Choose This Course?

Gain Practical Skills with Immediate Business Impact

- ✓ Focused on real-world applications and rapid ROI
- ✓ Unlock significant time savings annually through AI-driven content creation, automation, and workflow efficiency
- ✓ Build AI agents and marketing tools ready to deploy across marketing, ecommerce, and lead generation

Book Today

Places are limited – secure your spot today with a £500 + VAT deposit!

Take advantage of a **20% early-bird discount** for the first 10 bookings (available up to 8 weeks before enrolment).



Modules and Timetable

Module 1 – Fundamentals

Block of 4 days in-person (Leicester) or live online

Day 1 – AI Marketing Landscape & Practical Applications

This session explores core AI concepts, including how large language models and diffusion models work, key technologies in marketing, and practical applications. Delegates will test various platforms and share their discoveries around surprising AI capabilities.

Day 2 – Prompt Engineering & AI Workflow Design

This session covers the fundamentals of prompt engineering, advanced techniques for optimising outputs, and the use of structured workflows. Delegates will practise building prompt templates, and developing a company prompt library.

Day 3 – Generative AI for Marketing Content

This session explores how to use generative AI for marketing content, covering capabilities, limitations, legal considerations, and quality control. Delegates will practise hands-on content generation, build websites from prompts, and compare outputs across leading AI platforms.

Day 4 – Multimedia Creation with AI

This session covers AI-driven multimedia creation, including text-to-image generation, video and audio technologies, and brand consistency techniques. Delegates will use leading platforms and open-source models to create visuals, generate avatars, and explore legal and ethical considerations.

Module 2 – Building AI Agents and AI Marketing Solutions

Block of 3 days or 1 day per week (live online)

Day 5 – AI Agents & Marketing Automation

This session introduces AI agents and autonomous workflows, covering agent architecture, knowledge bases, and integration with workflow tools. Delegates will build a mini-AI agent using N8N, set up automation triggers, and test and refine their own agent workflows.

Day 6 – AI Agents for Social, Content Creation, SEO, & Landing Pages

This session focuses on building AI agents for content creation, social posting, SEO, and audience analysis, while maintaining brand voice and authenticity. Delegates will design automated content workflows, develop SEO agents, and create AI-driven content calendars.

Day 7 – Digital Advertising & AI & Analytics

This session explores how AI enhances digital advertising and analytics, covering audience targeting, creative optimisation, and budget allocation. Delegates will build AI agents for Google Ads, automate testing, and set up performance tracking and predictive modelling.

Module 3 – Advanced AI Applications and Implementation

Block of 3 days or 1 day per week (live online)

Day 8 – AI Agents & Automation for Productivity & Business Processes

This session focuses on using AI agents to automate productivity and business processes, including diary management, email handling, HR tasks, and document processing. Delegates will build AI assistants, set up automation workflows, and explore ways to balance efficiency with privacy.

Day 9 – Customer Insights & Personalisation, Conversational AI & Customer Engagement

This session explores how AI can drive customer insights, personalisation, and conversational engagement through chatbots and virtual assistants. Delegates will build customer journey maps, create conversation flows, and set up AI-driven customer service and sales enablement tools.

Day 10 – Anicca's C10 AI Adoption Framework

This session introduces Anicca's C10 AI Adoption Framework, guiding organisations through AI readiness assessment, priority setting, and business case development. Delegates will build an AI priority matrix, create an implementation roadmap, and plan for ethical, compliant adoption.

