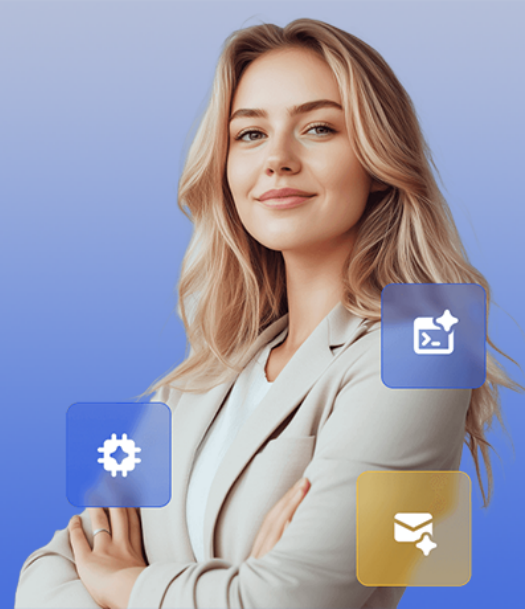


# AI in Action Program

Practical Applications for  
Users and Creators



## 1.

### The Business Case for AI Education

Investing in AI training for your team delivers measurable results:

1. **Boost Efficiency:** Automate repetitive tasks and free employees for strategic, high-impact work. AI can reduce administrative workload by 30%, saving your team hours each week.
2. **Improve Decision-Making:** AI tools like ChatGPT Plus analyze data for faster, smarter decisions, improving forecasting accuracy by up to 25%.
3. **Reduce Costs:** Streamline workflows and minimize waste, allowing you to scale operations without increasing overhead.
4. **Enhance Customer Experience:** Personalized AI-driven interactions improve satisfaction, increasing customer loyalty by 20%.
5. **Support Workforce Development:** Upskilled employees are more productive, innovative, and engaged. Companies investing in training see 15% lower turnover rates.

## 2.

### Why Act Now?

- **AI Talent Gap:** Only 0.41% of the EU workforce has AI skills, despite demand surging by 124% since 2016.
- **AI's Economic Impact:** Generative AI is projected to add \$4.4 trillion annually to the global economy (McKinsey, 2024).
- **Workforce Evolution:** 28% of jobs in the EU can be augmented by AI, while 33% are at risk without upskilling programs.

## 3.

### About the Program: AI in Action

This 6-week program equips employees with **practical AI skills** to address real business challenges.

### Program Features:

- **4 Live Workshops:** Hands-on sessions with industry experts.
- **Real-World Applications:** Employees will learn to automate workflows, create custom AI assistants, and analyze data to solve business problems.
- **Flexible Format:** Online delivery designed to fit busy schedules. Total of 25+ hours of learning.

## 4. Before and After Program

### Before:

- Time wasted on manual tasks.
- Limited data-driven decision-making.
- Skill gaps hinder innovation and efficiency.

### After:

- Save **5+ hours per week** through automation.
- Faster, smarter decisions powered by AI.
- Custom AI solutions streamline operations and drive measurable results.

## 5. A Smart Investment

**Early Bird Price:** €179 (before February 20th, 2025)

**Regular Price:** €199

[Click here for the full program overview](#)

Take Action Today

Invest in your employees to secure your business's competitive edge. By sponsoring this program, you'll empower your team with AI skills that save time, reduce costs, and drive innovation.

**[Contact us](#) to discuss team sponsorship options.**

Women Go Tech empowers women to build careers in tech through mentorship, education, and community support, expanding from Lithuania to the broader CEE region. Since 2017, the NGO has helped over 750 women transition into IT, introduced 19,000 to tech, and are now on a mission to educate 20,000 women in AI in 2025—earning recognition as winners of the *European Digital Skills Awards 2024*.