

# PREPARING TODAY FOR TOMORROW'S AI IN TELECOM

a training course by



24 & 25 March 2021

1-4 pm GMT

8-11 am EST

# WELCOME TO THE AI AGE

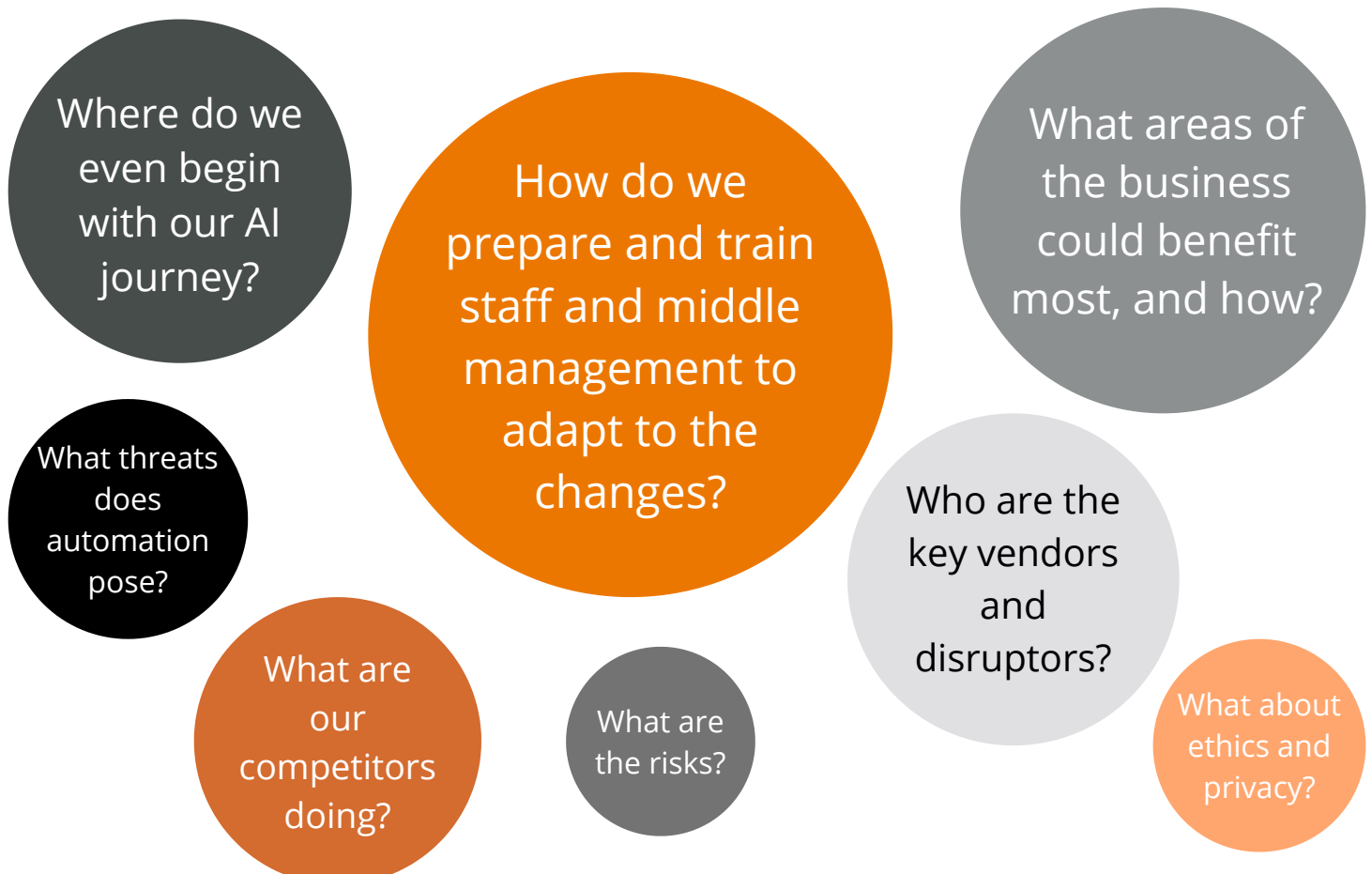
The wheel, the printing press, the internet...several pivotal technologies have completely transformed the way we do business. We're in yet another epochal moment, driven by

## ARTIFICIAL INTELLIGENCE (AI)

Even as one of the most tech-driven industries, telecom still has much to gain from adopting AI within every business area here on the ground.

AI adoption has become a top priority globally, and those forward-thinking companies who have adopted AI are already reaping the benefits. In a survey conducted by Deloitte, 40% of telecom, tech and media executives said they experienced "substantial" benefits from adopting cognitive technology, and three-quarters of them expect cognitive computing to "substantially transform" their companies.

Often the issue is not a lack of understanding of what's to be gained from AI, but is instead an inability to answer questions such as



# COURSE OVERVIEW

## **Cost:**

£600 + VAT

## **Course summary:**

Delivered as four modules over two half-days, this course introduces attendees to the major impact AI is making globally with special focus on the telecom industry. Day one will focus on real world case studies, the latest research, trends, and information about key vendors. Day two will focus on risks, ethics, planning, generating buy-in, and developing an adoption plan.

This workshop will arm attendees with the required AI knowledge and actionable strategies to succeed going forward.

## **Virtual schedule:**

### *Session One: Day 1 – Delivered by Katie King*

- Defining AI & ML: busting the global myths
- Latest trends in AI
- Adoption statistics
- International responses and approaches to AI
- Insights from Katie's published book on AI
- Videos of AI in action
- Global case studies
- AI's use in various business functions
- Who to turn to: the key AI in marketing vendors, tools and tech disruptors

# COURSE OVERVIEW

## Session Two: Day 1 – Delivered by Peter Scott

- Business landscape
- Specific issues affecting the telecom industry
- Uses and benefits of AI in telecom
- Telecom case studies
- Automation of the workforce

## Session Three: Day 2– Delivered by Peter Scott

- Macro Issues:
  - Bias
  - Explainability
  - Repeatability
  - Accountability
  - Privacy and fraud
- Strategy for market preparedness

## Session Four: Day 2– Delivered by Katie King

- Potential barriers to success
- Measurement and ROI
- Ethical AI adoption
- Generating buy-in
- Your 6-month action plan
- Tools, behaviours and watching brief

Our experts can help you

# PREDICT, PLAN, & PREPARE

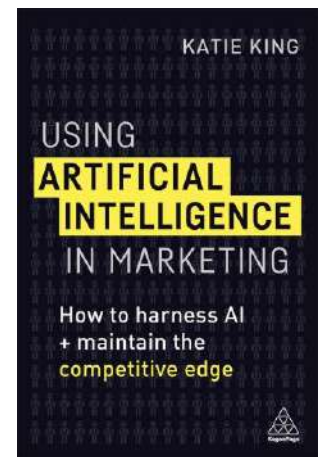
to become an organisation of the future.

## KATIE KING

trainer • consultant • CEO of AI in Business

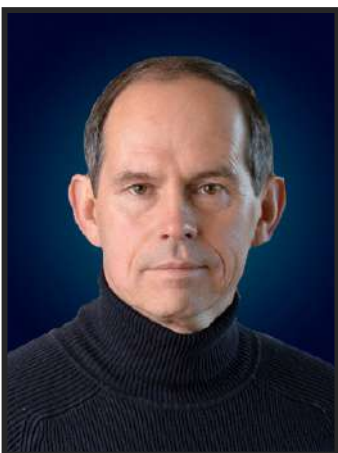


Katie has over 30 years' experience in business and has advised many of the world's leading brands and business leaders. She is a member of the UK Government All-Party Parliamentary Group (APPG) task force for the enterprise adoption of AI, and author of *Using Artificial Intelligence in Marketing: How to Harness AI and Maintain the Competitive Edge*, published by Kogan Page in February 2019. The book has since been published worldwide in five languages, and was used as a reference source in the 'Brand Strategy' section of the World Economic Forum's Empowering AI Leadership AI toolkit for corporate boards.



## PETER SCOTT

consultant • futurist • author of the Human Cusp series



Peter Scott is a futurist in a race against time. Thirty years of working on NASA's computers and a parallel career in human development brought him to see a collision course between humanity and artificial intelligence. He teaches around the world how instead of suffering, we can thrive through disruption.

The first book in his Human Cusp series, 'Crisis of Control: How Artificial Superintelligences May Save or Destroy the Human Race,' was published worldwide in 2017. Peter has also delivered TEDx talks and other notable keynotes discussing the future impacts of AI.



START PREPPING FOR  
THE FUTURE OF YOUR  
ORGANISATION  
TODAY

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