Sample agenda

1st interactive training session
AI mastery program

Team: E-Commerce

Timing	Session	Topics
09:00 - 09:45	AI essentials	- What is AI, really? - What are the core concepts of AI I should know (Machine Learning, Deep Learning, Supervised & Unsupervised Learning, etc.)? - What is Generative AI? How does it work?
09:45 - 10:45	AI potential and limitations	- When should you trust AI? When should you not? - What potential AI limitations and mistakes that you should be aware of? - How can AI be used in tandem with humans to minimize risks and maximize value?
11:00 - 12:00	AI consumer goods & e-commerce case studies: implementation trends & opportunities	- What are AI implementation trends in the consumer goods sector? - What are AI implementation trends in e-commerce functions? - What advantages can Nike's US e-commerce team potentially gain by strategically employing AI? - What specific AI implementation Nike's US e-commerce team can consider?
12:00-12:30	AI ethics and privacy	- How can you use AI ethically? What factors (e.g. bias) you should consider? - How can you feed internal data to AI securely? What data privacy best practices should you follow?
12:30-13:30	Break	- Optional Q&A from 13:00-13:30
13:30-14:30	A primer on curated AI tools for Nike's US e-commerce team: Google AutoML, Jasper.AI, Midjourney, and ChatGPT	- What are the key use cases and limitations for each tool? - How can you use the tool with internal data while maintaining privacy?
14:30-15:30	Prompt Engineering in the context of the curated AI tools	- What is prompt engineering? - How can you be a "prompt engineer" that makes the most out of each of these tools' capabilities?

15:30 - 17:00	Design thinking workshop on strategic AI applications for your team	- Small group brainstorming sessions - Ideas presentation and Q&A - Large-group discussion building on top of each team's ideas
17:00 - 17:30	Closing & next steps	- What have I learned today? - What skills and tools I will seek to apply in the next 1 month?