

Generative AI for Business

AI WORKSHOP SWITZERLAND

From Prompts to Consumer-Centric Innovation

Empowers brand and retail teams to use Generative AI for creative campaigns, retail design, and customer experience. Learn to move beyond basic prompts and create visual assets, immersive concepts, and consumer touchpoints-no technical skills needed.

Creative AI tools mastery

Brand-safe content generation

Campaign development

4 hours

Corporate training · Switzerland

GDPR & Swiss FADP aware

aiworkshop.ch



Built for **Swiss teams**

Hands-on corporate AI training delivered on-site across Switzerland — with governance, templates, and adoption built in.

WHO SHOULD ATTEND

- Marketing teams, brand experience managers, creative leads, and innovation teams looking to use generative AI tools for content creation, concept development, and consumer engagement.

FORMAT

- Format: hands-on workshop · 4 hours

KEY TAKEAWAYS

- Creative AI tools mastery
- Brand-safe content generation
- Campaign development

DELIVERY

On-site at your office or venue · English, German, French, Italian · Zurich, Geneva, Lausanne, Basel, Bern, and nationwide.



Program overview

Module 1 of 2 — practical exercises, real workflows, and reviewable outputs.

Program overview

Format: hands-on workshop · 4 hours

What Is Generative AI

- Understand how generative AI differs from traditional automation and how large models create text, visuals, audio and video.

Tool Landscape for Marketers

- Compare the right tools for text, image, video, audio and integrated creative workflows, from ChatGPT and Claude to Midjourney, Firefly, Runway and Canva.

Prompt Writing for Marketing and Design

- Create prompts that reflect brand voice, values and visual identity, then practise campaign briefs and visual storytelling in real time.



Program overview

Module 2 of 2 — practical exercises, real workflows, and reviewable outputs.

Retail and Consumer Experience Use Cases

- Apply generative AI to campaign concepts, retail activations, moodboards, product storytelling, packaging exploration and segment-specific content.

Copyright, Brand Safety, and Ethics

- Use generative AI responsibly by addressing copyright, usage rights, brand consistency, factual checks and content validation.

Creative Sprint

- Generate a branded asset pack for a retail or campaign scenario, including visuals, copy, optional voice-over and presentation material.



Book this **workshop**

Request a tailored quote for your team size, location, and objectives.

PRIMARY

Request a quote

<https://aiworkshop.ch/form/quote/>

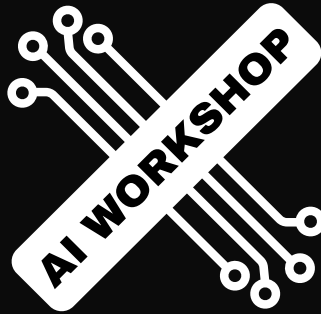
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Workshop page

<https://aiworkshop.ch/workshops/generative-ai-for-business/>

CONTACT

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Train your team. Ship with confidence.

AI WORKSHOP SWITZERLAND

Generative AI for Business

Corporate AI workshops, executive coaching, and governed agentic systems for Swiss enterprises.

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