



Advanced AI

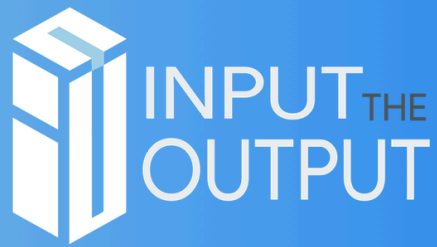


One tool is a trick. A stack is a business, this workshop wires eight tools into a single pipeline.



TABLE OF CONTENTS

- 01 Introduction
- 02 About Us
- 03 Our Courses
- 04 The Toolkit
- 05 Syllabus
- 06 Training Outcome
- 07 Get In Touch



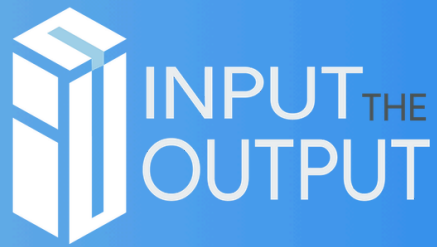
INTRODUCTION



“ We make AI, data and design mastery practical and personalized to your time. ITO has served leading organizations, banks and teams across Lebanon and the wider region, every program we run is shaped by the operational work we do every day, so you learn methods that actually hold up in production.

NICOLE HAZZAM, CO-FOUNDER, ITO





ABOUT US

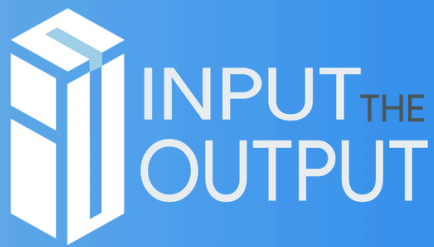
ITO has been a trusted tech & consulting partner since 2018 to prestigious companies, banks, NGOs and automotive groups across Lebanon and the wider MENA region, delivering solutions that produce measurable business impact.

Our training division, launched in 2021, is built entirely on real-world practice rather than theory. Every program is shaped by the operational work we do every day, and our co-founder's expertise was developed across the American, Canadian and MENA markets.

TRUSTED BY

Bank Audi





OUR COURSES



BI & Analytics



AI & Enterprise AI



Digital Marketing



Project Management

TODAY AI Advanced workshop - eight modules, ten focused hours.



THE TOOLKIT

Less tools . More jobs

A working system, not a tool tour you build a real asset in every module.



REASON

the thinking core



DELEGATE

autonomous agents



SPECIALIZE

assistants on your knowledge



AUTOMATE

workflows that run without you

Vendor-agnostic – Anthropic, OpenAI, Google and open tools, judged on the job, not the log



SYLLABUS

Module 01: The Core

- **Deep reasoning** — hand it your hardest thinking, the one model you debate with, iterate on, and trust for judgment.
- **Projects** — permanent context, brand, files and rules, stop re-explaining your business every chat.
- **Artifacts** — turn answers into documents, tools and mini-apps you, keep and reuse.
- Claude, Notebooklm & Other tools

Reason A project that runs one real client



SYLLABUS

Module 02: Your Specialists — Custom GPT & Gem

- Instructions & knowledge — bake in the role, tone and rules once, upload files it always reads.
- Actions & share — connect APIs and publish it for your team or clients in the GPT store.
- A saved expert in Workspace — tuned to one repeating task, sitting next to Docs, Gmail and Drive.
- Instant setup — describe the role in plain words and Gemini writes the Gem's instructions.

Specialize A Gem or a GPT that drafts inside your stack



SYLLABUS

Module 03: The Automation Layer

- **Visual scenarios** — drag modules, connect apps and watch the data flow, no code required.
- **Huge app library** — 1,500+ integrations out of the box, from Gmail to Odoo to your CRM.
- **Self-hosted & private** — run it on your own server, your data never leaves your control
- Make.com & N8N

Automate A private, AI-powered automation you host yourself



SYLLABUS

Module 04: The Agents

- **Delegate, don't prompt** — hand over a whole multi-step job, it plans and executes.
- **Acts across your tools** — Drive, Gmail, the browser and your files, it moves between them on its own.
- **Give a goal, get a result** — runs tasks end-to-end in the cloud and returns a finished deliverable.
- Claude Cowork & Manus

Delegate A delegated workflow you supervise with a coffee



SYLLABUS

The Capstone — Chain the whole stack

- **Where features become one system** — one messy client brief in → finished, on-brand work out.



YOU BUILD One pipeline that runs itself

OUTCOME

After completing this workshop, eight modules across ten focused hours, participants will be able to:

- **Run Claude as a reasoning core, with Projects and Artifacts that manage a real client.**
- **Delegate multi-step work to Claude Cowork and run autonomous agents with Manus.**
- **Build branded specialists on their own knowledge, a Custom GPT, a Custom Gem and a cited NotebookLM research brain.**
- **Automate work visually with Make.com and privately with self-hosted n8n.**
- **Chain all eight tools into a single pipeline that turns a messy brief into finished, on-brand work.**

Participants leave having built real, reusable assets, not watched a demo, ready to run one pipeline instead of collecting tools.

GET IN TOUCH



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