



AI for Efficiency and business productivity

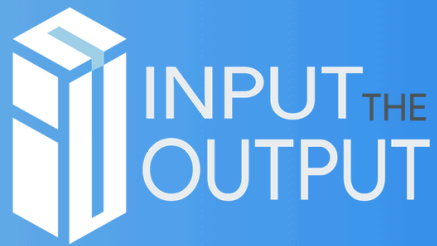


ITO delivers custom enterprise training in AI, business intelligence, content creation and online tools to help businesses thrive in an increasingly digital world.



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INTRODUCTION



Our organization has provided services to leading organizations and non-profit groups and teams present in Lebanon and across the region while observing effective methods.

We provide learning experiences that make AI, data, design, and digital tool mastery practical and personalized specifically for your time investment.

NICOLE HAZZAM, CO-FOUNDER, ITO





ABOUT US

ITO has served as a trusted tech and consulting partner since 2018 to prestigious companies, banks, NGOs, and automotive groups who operate in Lebanon and across the MENA region. We deliver solutions that produce measurable business impact.

Our organization launched its training division in 2021, built entirely on real-world practice rather than theoretical knowledge. Every educational program we offer is shaped by lessons learned from the operational tasks we carry out every day. Our co-founder has established her expertise as a trainer through international experience in the American, Canadian, and MENA markets.

Bank Audi

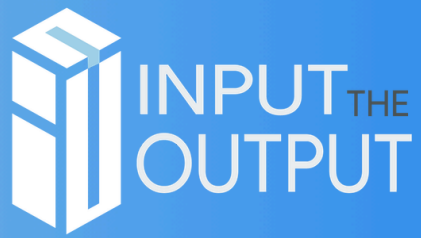
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الجمعية اللبنانية
للاضطراب
العضوي ٢١

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OUR COURSES



BI & Analytics



AI & Enterprise AI



Digital Marketing



Project Management



SYLLABUS

Module 1: AI Fundamentals & Strategic Framework

- Overview of artificial intelligence types: narrow AI, general AI, and superintelligence
- Key historical milestones from Alan Turing to modern deep learning breakthroughs
- Understanding machine learning, neural networks, and large language models
- ROI considerations and productivity measurement frameworks



SYLLABUS

Module 2: Big 5 AI Assistants - Deep Dive & Comparison

- Account creation and interface navigation for ChatGPT, Gemini, Claude, DeepSeek, and Copilot
- Understanding free vs premium features and usage limits for each platform
- Comparative analysis: Strengths and weaknesses of each tool
- Use case mapping: Which AI assistant for which task?
- Basic conversation techniques and initial testing with simple prompts



SYLLABUS

Module 3: Advanced Prompt Engineering

- Core principles of effective prompt structure and clarity techniques
- Advanced strategies including:
 - Few-shot learning with examples
 - Chain-of-thought reasoning for complex problems
 - Role-based prompting for specialized outputs
 - Multi-step prompt sequences
 - Temperature and parameter optimization
- Common mistakes to avoid and troubleshooting poor AI responses



SYLLABUS

Module 4: Business Productivity Powerhouse

- Task Management & Automation
- Communication Enhancement
- Presentation Creation
- Search & Research

Module 5: Content Creation

- Writing with AI
- Image Creation with AI
- Video Creation with AI
- Music Creation with AI
- Selling with AI
- E-commerce & SEO with AI



SYLLABUS

Module 6: Industry specific AI

- The Shift to Vertical AI: Understand why general AI tools are taking a backseat to domain-specific, specialized AI models.
- Tailored Case Studies: Explore high-value AI use cases relevant to the room's specific sectors (Finance, Healthcare, Manufacturing, Supply Chain, or Marketing).
- Workflow Bottleneck Identification: Learn how to isolate the most repetitive, data-heavy tasks in your daily operations that are prime for AI automation.
- Interactive Application: Participate in a live mapping exercise to build an "AI Assistant Job Description" tailored specifically to your current job role or department.



SYLLABUS

Module 7: Ethics and humanizers

- Understanding AI detection tools
- Manual editing strategies to make AI content sound more natural and authentic
- The authenticity framework: Blending AI efficiency with human creativity
- Voice and tone customization for brand consistency
- Bias recognition, privacy concerns, and data security considerations in AI systems
- Responsible AI usage guidelines for businesses and personal applications
- Data protection: What information should never be shared with AI tools
- Building an AI governance framework for your organization

OUTCOME

After completing this 10-hour course, participants will be able to:

- Understand when to use which AI tool for maximum efficiency
- Master prompt engineering for professional-quality outputs
- Build automated workflows saving 10+ hours per week
- Create content across text, image, video, and audio formats
- Implement AI ethically and responsibly in their organization

GET IN TOUCH



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