

Designed for

Sales & Marketing Corporate Teams



AI & Agentic Systems

An applied AI training and upskilling program for high-performance sales and marketing teams.

MODULES

8 x 3 hours / module

FORMAT

Live training + workshops

Prepared by Igodemy.com

About this program

The **AI & Agentic Systems** program is built for sales and marketing corporate teams that want to transform how their work is thought through, planned, and executed — using the most advanced AI technologies available in 2026.

Every module combines applied theory, live demos, and hands-on workshops where participants work directly on real projects and real needs from their organization. The program is structured so each participant can apply what they have learned to their day-to-day work immediately.

By the end of the program, the team will be able to integrate AI into current workflows, produce content at scale, and build automated systems powered by AI agents.

100% applied

Every session includes a workshop on real cases from your organization.

Current tools

Claude, ChatGPT, Gemini, n8n, HeyGen, Midjourney and more.

Immediate impact

Participants leave with deliverables ready to use the very next day.

Program structure



#	Module	Duration
01	AI & Business Transformation	3 hours
02	Content Strategy with AI	3 hours
03	AI Agents & Automation	3 hours
04	AI Search, SEO & Content Strategy	3 hours
05	Social Media & AI	3 hours
06	UX, Customer Research & Decision Intelligence	3 hours
07	AI Mindset, Governance & Legal	3 hours
08	AI Agent Orchestration	3 hours

AI & Business Transformation

3 hours

AI in business: successes, failures, strategic lessons

We analyze the most relevant AI cases across sales and marketing — identifying what worked, what failed, and why. Participants set a comparative benchmark of AI maturity in commercial functions, with focus on their organization's current positioning.

The AI tooling ecosystem

A complete map of the tools available in 2026: from language models (ChatGPT, Claude, Gemini) to specialized tools for visual content, video, and automation.

Building a personal AI workflow

Every participant learns how to integrate AI into their own work, step by step, without changing existing processes radically. The approach is pragmatic: identify friction points, propose concrete solutions, and build an individualized adoption plan.

WORKSHOP

Each participant maps the processes in their work and identifies immediate opportunities for AI integration.

Content Strategy with AI

3 hours

Copywriting & prompting with AI

Prompting techniques that produce content fit for regulated and consumer-facing categories: clear, trustworthy, on-brand. Participants learn to build prompts customized to their brand voice and generate publication-ready copy in a fraction of the usual time.

Images & video with AI

From visual brief to publishable asset, using Midjourney, NanoBanana, Runway, Canva AI, and other platforms.

Avatars & voice over with AI

We explore digital avatars (HeyGen, Synthesia, Veo3) and AI-generated voice over (ElevenLabs). We also cover the ethical framework: when and how to transparently disclose AI use in production.

Brand voice & quality control

A strong brand is recognizable across any format and any channel. We build a brand-voice guide for AI use and an editorial checklist drawn from real success cases.

WORKSHOP

A complete mini content pack — text, image, video and voice over — for one of your products or campaigns.

AI Agents & Automation

3 hours

From tasks to autonomous business systems

Understand the fundamental difference between an AI tool and an AI agent: one answers questions, the other takes action. We map the processes in the organization that can be delegated to an agent and those that still require human decision-making.

Design & practical implementation

Build your first functional agent: from defining the objective and choosing tools to testing and validation. Hands-on, no-code, using platforms accessible to non-technical sales and marketing teams.

Identifying automation opportunities

Each team analyzes its own repetitive processes and identifies scenarios where an AI agent can take over immediately. The result is a prioritized list of automation opportunities, ready to implement, tailored to each department.

WORKSHOP

Each participant configures their first AI agent for a real task from their daily work.

AI Search, SEO & Content Strategy

3 hours

Competitor analysis with AI

We analyze live how your competitors appear in Google results and in AI search-engine answers. This competitive analysis gives a clear picture of the visibility gap and untapped opportunities in the digital space.

Visibility audit: Google & LLMs

A structured audit of digital presence: organic traffic, AI sources, topical authority, and presence in ChatGPT, Perplexity and Gemini answers. Participants understand how visibility works in the generative-search era and what to optimize first.

GEO vs SEO — different strategies, shared goals

SEO and GEO do not exclude each other — they complement. We lay the foundations of a strategy that maximizes visibility in both classic engines and AI-generated answers, with focus on keywords and topics relevant to your category.

WORKSHOP

Live competitive analysis + an automated system for generating and publishing blog content.

Social Media & AI

3 hours

LinkedIn with AI — a complete case study

LinkedIn is a key platform for B2B, partner relationships, and premium customer segments. We build a step-by-step strategy for each representative — from an optimized profile to content creation and automated distribution.

Content production with AI

From post idea to publishable asset: text, image, short video, and caption — generated and optimized with AI for each platform. We demonstrate live how a single brief can produce a full week of content in under an hour.

Other platforms, ads & analytics

Facebook, Instagram, TikTok and YouTube each have their own algorithmic mechanics and optimal formats. We explore how AI can optimize paid campaigns (Meta Advantage+) and identify growth opportunities.

WORKSHOP

A social-media calendar for one of your products — visuals, copy, video and automated publishing.

UX, Customer Research & Decision Intelligence

3 hours

UX research methods with AI

How user research becomes faster and deeper with AI: synthesizing interviews, analyzing feedback at scale. We demonstrate how 200 reviews or call-center transcripts can become actionable insights.

AI UX audit & usability testing

A UX audit identifies friction points in the digital customer experience faster and more objectively than traditional methods. We walk through critical flows (mobile apps, digital onboarding) and propose concrete, impact-prioritized improvements.

Customer insights & decision intelligence

Customer data already exists in the organization; the challenge is turning it into better business decisions. We show how AI can connect disparate data sources and generate strategic recommendations in real time.

WORKSHOP

UX audit of a friction moment in your customer journey + a data-driven improvement proposal.

AI Mindset, Governance & Legal

3 hours

AI-ready mindset & change management

AI adoption is not a technical decision — it is personal and cultural. We explore the psychology of resistance to change, team adoption strategies, and how to build an organizational environment where AI is seen as an ally, not a threat.

Legal & compliance

The legal framework for AI in business is changing fast. We clarify what is allowed, what is restricted, and what risks emerge when AI is used without an adequate governance framework — with emphasis on sector-specific regulation and the EU AI Act.

Risk, brand safety & AI usage policy

From deepfakes and disinformation to the inappropriate use of confidential data — AI risks in business are real and sector-specific. We build the structure of an effective AI Usage Policy together, adapted to your organizational culture.

WORKSHOP

Each team drafts its own AI Usage Policy tailored to its department.

AI Agent Orchestration

3 hours

From individual agents to intelligent systems

A single agent does one task; an orchestrated agent system transforms the entire workflow. We cover the main architectures — linear, hub & spoke, multi-agent — and identify which one fits your team's processes and structure best.

Building an orchestrated workflow

From an email brief, to content that is generated, validated, and published — without manual intervention at every step. We build a workflow live, with human supervision checkpoints, using no-code and low-code platforms accessible to all teams.

Real use cases & implementation roadmap

Concrete cases from practice: automating reporting, continuous competitive monitoring, the full social-media pipeline. Participants leave with a personalized adoption roadmap with priorities for the first 30, 60 and 90 days.

WORKSHOP

CAPSTONE — each team designs and presents its own orchestrated system integrating content, social media, UX and compliance.

Program format

GROUP SIZE

15 – 25

participants

DURATION

24 hours

8 modules × 3 hours

DELIVERY

Live

training + workshops

CONTACT

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Bonus: access to the Igodemy Community

Participants are automatically invited into our community of entrepreneurs and professionals passionate about AI. Each month we host presentations of the newest AI tools, themed discussions, and hands-on agent-building sessions with local and international guests — a living space for networking, idea exchange, and continuous growth.

The best moment to build with AI is now.

Let's turn your sales and marketing teams into AI leaders in your industry.

SCHEDULE A 30-MINUTE MEETING WITH OUR TEAM →