

 EXPERIENCE

Training Program

AI for Marketing

2026

This is what we do

1

Training

Learn about cutting-edge AIs that position professionals and companies at the forefront of today's innovation

2

Business Consulting

We dive into your company and implement artificial intelligence, shortening workflows across departments by automating tasks

3

Virtual Classroom

Discover the power of learning at your own pace, anytime and anywhere. Through our platform — your classroom without borders!

Training 1

START HOWEVER YOU WANT

How can I get trained in AI?

In-Person

We travel across the country to provide you with the best AI training experience

1

Live Online

The learning is designed for synchronous format, getting the most out of AI technologies

2

Training 1 - In-person and live online

ABOVE ALL, WE ADAPT TO YOU ;)

What training formats do we offer?



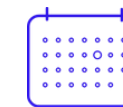
MasterClass 2h

A masterful AI training session so you have the knowledge needed to get started in this field



Workshop 3/4h

We travel across the country to offer you the best AI training experience, prioritizing hands-on tool practice



Training Program 8h a 24h

Do you know what you want to learn about AI? We create customized training so you can develop the specific skills for your industry

Training 1 - Training Program

YOU ARE ONLY 8 TO 24 HOURS AWAY FROM SPECIALIZING

These are our most popular programs



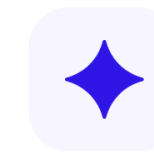
Immersion in the AI universe

Communicate precisely with any LLM text generation AI



Optimize ChatGPT and become an expert

Transform processes, boost your knowledge and master OpenAI



Optimize Gemini and become an expert

Transform processes, boost your knowledge and master Google AI



Optimize Copilot and become an expert

Transform processes, boost your knowledge and master Microsoft AI



AI for entrepreneurs

Use AI to create your business model, find suppliers, close deals and much more



AI for teachers and professors

Integrate AI into teaching to personalize learning and improve automated assessment

Training 1 - Training Program

YOU ARE ONLY 8 TO 24 HOURS AWAY FROM SPECIALIZING

These are our most popular programs **for companies**



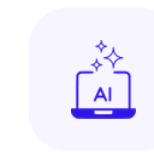
AI for managers and executives

Optimize processes, maximize your team's performance and enhance your leadership skills



AI for the HR department

Boost recruitment, onboarding and talent management with AI



AI for the marketing and communications department

Automate communications, personalize campaigns and boost team creativity



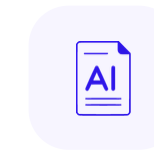
AI for the finance department

Automate reports, detect risks and improve strategic decision-making in the department



AI for the sales department

Better analyze your clients and generate personalized proposals in minutes with AI



AI for the administrative department

Organize documents more efficiently and optimize schedule and communications management

Training 1 - In-Person

MASTERING ARTIFICIAL INTELLIGENCE

Training Program



AI for the Marketing Department

Automate communications, personalize campaigns and boost team creativity

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Module 1: AI Fundamentals for the Marketing Department

Module 2: Prompting Techniques

Module 3: ChatGPT Optimized for Marketing

Module 4: Copilot Optimized for Marketing

Module 5: Gemini Optimized for Marketing

Module 6: Introduction to Marketing Department Automations with MAKE

Module 7: Image Creation with Artificial Intelligence

Module 8: Video Creation with Artificial Intelligence

Module 9: Presentations and Reports with Artificial Intelligence

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We recommend between 12 and 20 hours

Budget for **AI training** program

2026

Our pricing

WE WANT TO TRAIN YOU TO EASILY SOLVE YOUR EVERYDAY PROBLEMS

What is the price of each training format?

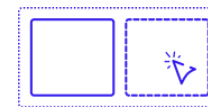


MasterClass

D **60.375**

2h

- ✓ Successfully validated training
- ✓ Practical daily application
- ✓ Updated with the latest developments



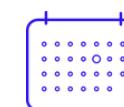
Workshop

D **103.500**

3/4h

- ✓ Successfully validated training
- ✓ Practical daily application
- ✓ Updated with the latest developments
- ✓ Adapted to group schedule

Recommended



Training Program

D **17.250**/hour

8h to 24h

- ✓ Successfully validated training
- ✓ Practical daily application
- ✓ Updated with the latest developments
- ✓ Adapted to group schedule
- ✓ Full customization from start to finish
- ✓ Q&A support channel available for 15 days

(*) Transportation, accommodation and meals NOT included.

(**) Payment must be made in full before the delivery date.

(***) The training proposal and the economic proposal presented in this document are valid for 10 days from the date of submission. After that period, they unfortunately cannot be honored.

Consultancies 2

AD HOC TRAINING CONSULTANCIES

We adapt the training to what you need

1° We focus on your *pains & gains*

Are you a marketing, HR, sales, management, administration professional, and don't know how to implement AI in your daily work?

We identify through a 4-hour consultative session the *pains & gains* of your teams.

2° Personalized AI training

We compile the data we analyzed in the consultancy and create an *ad hoc* training.

Customization is a crucial aspect in developing training focused on departments and areas of expertise.

3° Learning what you need

We create the training program aimed at solving the specific needs of your organization, your department, or your company.

4° Differentiation using AI

We transform your professional world so you can **achieve improved productivity, being more efficient in your daily work** and elevating your potential to the next level. *AI Workflows* adapted to your department's daily routine.



Our pricing

WE WANT TO TRAIN YOU TO EASILY SOLVE YOUR EVERYDAY PROBLEMS

What is the price of the *ad hoc* training consultancy?



Ad hoc training consultancy

D **30.190** /hour

- ✓ Discovery and strategic planning
- ✓ Custom training and pilot execution
- ✓ Adoption and ongoing support
- ✓ Adapted to group schedule
- ✓ Full customization from start to finish

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Virtual classroom

3

MAXIMIZE YOUR DEPARTMENT'S POTENTIAL WITH AI

Learn at your own pace, through our platform

1

Within 1 month

Your team will have 1 month to train at their own pace, in an asynchronous format, but with a deadline to qualify.

2

20-hour course

Always focused on grounding theoretical concepts with practical exercises, team challenges within the department and much more!

3

Short videos

We understand time is limited, so the best option is short, high-value video pills for the team.

4

Business-focused

We have all lessons adapted to each business area of the company: HR, marketing, sales, administration, management, (...)

5

4-hour extension

To resolve those last questions, we offer a 4-hour in-person session to consolidate everything (*) *Budget of D58373*

6

Project-based learning

PBL means we bring AI closer to each department's workflows, so they can solve real situations and daily challenges.

7

IA Experience Certificate

We grant a certificate to everyone who completes the training so the company can highlight the value of its staff.

 EXPERIENCE

Budget **Virtual Classroom**

2026

Our pricing

WE WANT TO TRAIN YOU TO EASILY SOLVE YOUR EVERYDAY PROBLEMS

What is the price of virtual classroom training?



~~Virtual classroom training~~

~~D 25.790~~ per son

- ✓ Department-based training
- ✓ Your staff trained in AI within 1 month
- ✓ Workflows adapted to each knowledge area
- ✓ VAT included



Special group offer

D 12.940 per son

- ✓ Department-based training
- ✓ Your staff trained in AI within 1 month
- ✓ Workflows adapted to each knowledge area
- ✓ VAT NOT included



Why us?



Organizers of the pioneering event "AI Week"

Organized together with the Zaragoza City Council, AI Week was a landmark event with over 600 in-person attendees and 35 speakers including Microsoft, The Clueless, IBM and many more. Over four days, we delivered sector-specific talks covering AI in public administration, marketing, human resources, education and Aragonese talent.





Some speaking engagements at events in 2025



University of Zaragoza



Ibercaja



The WAVE 2025



Foment de Catalunya



CEEI Castellón



CEEI Aragón



CEOE Aragón



CEPYME



AI Week

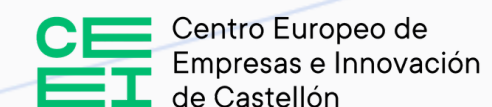


"Cámara de Zaragoza"



AI IS ALREADY PART OF THEM

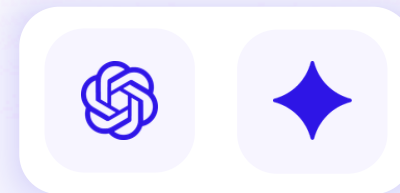
They trust us





THIS IS WHAT THEY SAY
ABOUT US

We are unique in West Africa and Als rank us as the best nationwide



CLICK AND SEE HOW
CHATGPT AND GEMINI RANK US





THIS IS THE EXPERTISE OF IA EXPERIENCE

Why do they trust us?



+ **187** companies and institutions



+ **4200** people trained in AI



+ **30000** hours of AI teaching



+ **105** training programs delivered



+ **12** AI courses available by areas of expertise



+ **56** AI tools explained in courses



+ **600** 5-star Google reviews



+ **18** speaking engagements at specialized AI events



+ **57** audits and consultancies in companies



= **9** instructors on the team specialized by areas of AI expertise

**Thank you for
supporting today's
training**

2026