

IMPROVE



Leicestershire  
Business Advice Service



## Workshop: Digital Marketing & AI

**Wednesday 14th February 2024: 9:30am - 12:30pm**

**Melton Borough Council, Burton Street,  
Melton Mowbray LE13 1HG**

Empower your business' next steps through the use of digital marketing and AI. Sign up and take part in an insightful and interactive workshop, striving to reshape the way in which you approach marketing your business in the digital age.

With special guest speaker:  
**David Prescod**  
Digital Marketing Mentor

This expert led, in-person workshop will provide you with practical skills to implement AI into your business strategy. Cover key topics such as:

- **What** is AI (Artificial Intelligence)
- **How** is AI going to impact the marketing industry in the next 5 years
- **Which** tools are leading marketers using
- **Using** AI to help amplify your earnings

Attend this practical marketing & AI workshop by signing up through **Eventbrite**



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