

AI-Powered Workflow & Marketing Automation

22 & 23 June 2026
9.00am - 5.00pm | GMT +8



Concorde Hotel KL
Zoom Platform

WORKSHOP OVERVIEW

In today's fast-paced business environment, staying competitive means finding smarter ways to handle increasing workloads. This training program is designed to move beyond the theoretical aspects of Artificial Intelligence, providing participants with the practical, hands-on skills necessary to integrate AI into their professional environment. Participants will be able to gain a comprehensive understanding of core concepts such as Generative AI and Machine Learning, transforming these technologies into functional tools that enhance daily operational efficiency.

Throughout the two-day training, participants will also be guided through the creation of sophisticated AI-powered workflows using industry-standard tools such as Zapier, Make, and Opal, which will help optimise their productivity at work. Whether the aim is to automate repetitive administrative tasks or to design advanced AI-assisted marketing systems, this workshop delivers the professional toolkit and structured methodology required to lead with innovation and drive measurable organisational growth.

Organised by:



WEeventz Pte Ltd (Singapore)
WEeventz Malaysia Sdn Bhd (Malaysia)

TARGET AUDIENCES

This training is suitable for:

- Marketing and digital marketing executives
- Business owners and entrepreneurs
- PR, branding and communication teams
- Administrative and operations staff
- Anyone interested in using AI tools to improve work productivity



This is a **Hybrid event** where participants can choose to attend **In Person** at our training venue or join **Virtually** via Zoom Platform.