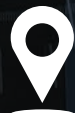


# ARTIFICIAL INTELLIGENCE FOR BUSINESS: STRATEGY & IMPLEMENTATION WITH SPIN FRAMEWORK

7 - 8 July 2026  
9.00am - 5.00pm | GMT +8



Concorde Hotel  
Kuala Lumpur, Malaysia

## WHY YOU SHOULD ATTEND

This two-day training combines AI literacy for leaders with an interactive SPIN workshop. Participants will develop a strategic understanding of AI's capabilities, examine the challenges of enterprise-wide adoption, and complete both a SPIN Canvas and an Executive AI Action Plan. Real-world case studies from manufacturing, oil and gas, finance, and services industry will illustrate best practices and key lessons from both successful and unsuccessful AI implementations.

Designed to bridge the gap between technology and business value, this training equips leaders, managers, and professionals to think strategically, act intelligently, and drive innovation in the era of AI-powered transformation. By the end of the course, participants will possess the tools and insights needed to convert AI potential into measurable business results and sustainable competitive advantage.

Organised by:



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

## TARGET AUDIENCES

This training is specifically designed for: -

- C-Suite Executives and Senior Leaders
- Business Managers and Department Heads
- Strategy and Innovation Leaders
- Data and Analytics Professionals
- Entrepreneurs and Business Owners
- Consultants and Project Managers
- Functional Leaders
- Digital Transformation Officers and Change Leaders
- Product Development and Innovation Teams
- IT and Technology Managers