

HANDS-ON GENERATIVE AI WORKSHOP

ICMA COE
Centre of Excellence



FEBRUARY 4, 2026



AVARI HOTEL, LAHORE



COURSE OBJECTIVES

This course helps participants to:

- Understand the transformative impact of Generative AI across industries.
- Apply Generative AI tools to enhance team productivity and innovation.
- Lead AI experimentation initiatives and implement AI solutions effectively.
- Identify, mitigate, and manage risks associated with AI deployment.
- Automate workflows and explore agentic AI capabilities.
- Implement practical risk mitigation and governance practices for responsible AI adoption.
- Prepare participants to act as internal champions for Generative AI initiatives within their organizations.

WHO SHOULD ATTEND

- CTOs, CIOs & COOs
- Directors of Sales, Marketing & Innovation
- Operations & HR Heads
- IT Managers & Automation Leads
- Digital Consultants & Transformation Experts

DURATION

1 Day – 8 Learning Hours

INVESTMENT AMOUNT

Investment Fee : PKR 35,000

*** Individual & Group Discounts Available**

CONTACT US

Sumreen Noman Ansari
0316 - 6558838

Khalid Jamil Ansari
0333 - 4134567

Faizan Ahmed
0331 - 2595875



<https://shorturl.at/9M98k>



COURSE CONTENTS

Module 1: Empower Your Team to Leverage Generative AI

- Understanding Generative AI and its business impact
- Tools and platforms for AI adoption
- Building AI literacy across teams

Module 2: Foster Experimentation and Innovation with AI

- Experimentation frameworks for AI projects
- Case studies of AI-driven innovation
- Encouraging creative problem-solving using AI

Module 3: Optimize AI for Better Outcomes

- Guiding AI models for accurate results
- Fine-tuning and prompt engineering techniques
- Measuring AI performance and ROI

Module 4: Identify and Manage AI Risks

- Ethical considerations and responsible AI usage
- Bias detection and mitigation strategies
- Risk management frameworks for AI initiatives

Module 5: Automate Workflows and Explore Agentic AI

- Workflow automation with AI tools
- Introduction to agentic AI and autonomous systems
- Real-life application scenarios

Activities:

- Hands-on AI tool demonstrations
- Guided group exercises and role-playing scenarios
- Prompt engineering labs and optimization exercises
- AI risk assessment and mitigation workshops
- Case study discussions and solution presentations

TRAINER'S PROFILE



Dr. Sajid Iqbal

APO Certified Productivity Specialist (Japan)
Fellow IEP, Fellow IEEE, CICOPS Fellow (Italy)
TRIZ Level-1 Instructor (Malaysia)
Lean Six Sigma Yellow Belt

Dr. Sajid Iqbal is an accomplished academic and industry professional with extensive experience in artificial intelligence, productivity, and innovation driven leadership. He is a Gold Medalist and an APO Certified Productivity Specialist from Japan, with a strong background in applying advanced technologies to organizational performance improvement. He holds the distinction of Fellow IEP and Fellow IEEE, and is a Senior Member of IEEE USA, reflecting his recognized contributions to engineering and technology leadership. He is also a CICOPS Fellow from Italy and a certified TRIZ Practitioner at Level 2 and Instructor at Level 1 from Malaysia. Dr. Sajid Iqbal brings a strong blend of technical expertise, international exposure, and practical insight, enabling him to deliver hands on, application focused training aligned with real world organizational needs.



<https://shorturl.at/9M98k>

AI

Artificial Intelligence

INVESTMENT AMOUNT & DISCOUNTS

Investment Fee : PKR 35,000

Early Bird Discount - I	Early Bird Discount - II	Group Discounts	Corporate Partner Discount
10%	5%	15%	25%
Valid till Jan. 22,2026	Valid till Jan. 28,2026	Valid till Feb. 2,2026	Valid till Feb. 2,2026

Notes:

- 1) Tax will be applied to the invoice
- 2) Training fee includes : handouts, certificates of participation, luncheon and refreshments

Last Date Of Registration: February 2, 2026

SCAN TO REGISTER



<https://shorturl.at/9M98k>

With Best Regards,
Sumreen Noman Ansari
Director ICMA - Centre Of Excellence
✉ sumreen.noman@icmap.com.pk
☎ 0336 - 0341091 , 0316 - 6558838