

TECHNOLOGY TRANSFER PRESENTS

# FRANK GRECO

---

**AI FOR THE MODERN ENTERPRISE**

---

**Leading the AI Transformation**

---

**ONLINE LIVE STREAMING**

**OCTOBER 28, 2024**

DUE TO TIME ZONES, THIS CLASS WILL TAKE PLACE IN 1 AFTERNOON  
FROM 2 PM TO 6 PM ITALIAN TIME



info@technologytransfer.it  
www.technologytransfer.it

## **ABOUT THIS SEMINAR**

This seminar is a practical guide for senior executives and technology managers, providing them with the knowledge and skills to identify where AI can be effectively applied in their organizations. It covers the fundamentals of AI, practical prompt techniques, safe experimentation with Generative AI, educating employees on Machine Learning principles, selecting and implementing AI tools, setting AI governance policies, addressing potential issues like bias and privacy, and leading the overall AI transformation within the organization.

### **WHAT YOU WILL LEARN**

By the end of this seminar, you will be empowered to lead your organization's AI transformation. You will gain a comprehensive understanding of Generative AI (GenAI) and key AI technologies such as Machine Learning, Deep Learning, Natural Language Processing, and Computer Vision. You'll discover how these technologies can revolutionize industries and reshape business models.

The seminar will guide you in fostering an AI-driven culture within your organization, allowing for safe experimentation with GenAI while addressing bias, privacy, and ethical concerns. You'll develop an AI strategy aligned with your business goals, identify high-impact use cases, and implement governance frameworks to manage risks.

You will also learn to select and implement the right AI tools, integrating them into your existing systems. This process will be a collaborative effort, promoting cross-functional collaboration and shared responsibility. By the end, you will be equipped to lead AI transformation, develop an AI talent strategy, and effectively communicate your AI vision to drive change, fostering a sense of teamwork and collective achievement.

# OUTLINE

## 1. Introduction to AI and its Impact on the Modern Enterprise

- What is Artificial Intelligence (AI)
- Categories of AI (ML, Deep Learning, NLP, computer vision, audio)
- The AI trajectory: past, present, and future
- AI's potential to transform industries and business models

## 2. Risks of Generative AI to Your Organization

- Potential risks and challenges

## 3. Understanding Fundamentals of Generative AI

- Definition and basic principles of Generative AI
- Large language models, prompts, and completions
- Types of Generative AI models
- Key differences between Generative AI and Predictive AI

## 4. Getting Language Models to Respond Effectively

- Techniques for effective interaction with language models

## 5. Retrieval Augmented Generation (RAG) and Fine-Tuning

- Overview and applications

## 6. Business Applications of AI

- Impact on industries (external and internal)
- Improve customer experience with AI-driven

- Reducing administration overhead and improving innovation
- Summarization - emails, meeting notes, long documents
- IT team and software development process improvements

## 7. Implementation Strategies and Laying the Foundation for AI Adoption

- Establishing an AI-driven mindset and culture
- Building an AI strategy aligned with business goals
- Assessing AI readiness and maturity
- Identifying high-impact use cases and prioritizing initiatives
- Partnering with technology providers
- Providing training and resources for AI literacy
- Fostering a culture of cross-functional collaboration and knowledge sharing

## 8. Business Capabilities

- Responsible AI: addressing bias, privacy, and ethical concerns
- Establishing governance and guidelines for safe experimentation
- AI governance and risk management
- Establishing an AI governance framework and policies

## 9. Q&A and Next Steps

- Open Q&A Session
- Recommended Resources and Further Learning
- Action Plan for AI Transformation
- Closing Remarks

## **SPEAKER**

**Frank Greco** is a recognized authority on Artificial Intelligence, Machine Learning, Cloud/Mobile Computing, and understanding the business value of information technology. He is an educator, technology manager, frequent writer, author, and visible achievements in Machine Learning, Cloud Computing, mobile strategy, system integration startups, strategic technology/business partnerships, enterprise infrastructure, and emerging technologies, particularly for financial systems and large enterprises. Strategic thinker with strong leadership skills, business development acumen, and a resourceful team leader with an innovative entrepreneurial spirit.

An experienced executive with a broad background that spans Google, AT&T Bell Laboratories, NY Stock Exchange, Lehman Brothers, Sun Microsystems, and a collection of technology startups. He has led teams in software development, system integration, pre-sales engagements, product management, disaster recovery, and research & development.

Frank is an accomplished speaker with frequent presentations at major technology trade shows such as JavaOne/CodeOne, QCon, Devnexus, Trading Technology, HTML5DevConf, Jfokus, Devvxx, and International Enterprise Services Conferences, etc. Expertise in innovation and mentorship.

He was honored with the title of “Java Champion” by an international team of high-ranking Java executives. He is the current Chairman of the NYJavaSIG, the largest Java User Group in North America, and has deep experience building developer communities. He is also the co-author of JSR381 Visual Recognition for Java, a standard Machine Learning API for Java application developers.

# INFORMATION

|   |  |  |
|---|--|--|
| <p><b>PARTICIPATION FEE</b></p> <p>€ 400</p> <p>The fee includes all seminar documentation.</p> <p><b>SEMINAR TIMETABLE</b></p> <p>2.00 pm - 6.00 pm (Italian Time)</p> | <p><b>HOW TO REGISTER</b></p> <p>You must send the registration form with the receipt of the payment to:<br/>info@technologytransfer.it</p> <p>TECHNOLOGY TRANSFER S.r.l.<br/>Piazza Cavour, 3 - 00193 Rome (Italy)<br/>Fax +39-06-6871102</p> <p><b>PAYMENT</b></p> <p>Wire transfer to:<br/>Technology Transfer S.r.l.<br/>Banca: Cariparma<br/>Agenzia 1 di Roma<br/>IBAN Code:<br/>IT 03 W 06230 03202 000057031348<br/>BIC/SWIFT: CRPPIT2P546</p> | <p><b>GENERAL CONDITIONS</b></p> <p><b>DISCOUNT</b></p> <p>The participants who will register 30 days before the seminar are entitled to a 5% discount.</p> <p>If a company registers 5 participants to the same seminar, it will pay only for 4.</p> <p>Those who benefit of this discount are not entitled to other discounts for the same seminar.</p> <p><b>CANCELLATION POLICY</b></p> <p>A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior the event are liable for 50% of the fee. Cancellations less than one week prior to the event date will be liable for the full fee.</p> <p><b>CANCELLATION LIABILITY</b></p> <p>In the case of cancellation of an event for any reason, Technology Transfer's liability is limited to the return of the registration fee only.</p> |
|---|--|--|

**FRANK GRECO**  
**AI FOR THE MODERN ENTERPRISE**

October 28, 2024

Registration fee:  
€ 400

*If registered participants are unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.*

first name .....

surname .....

job title .....

organisation .....

address .....

postcode .....

city .....

country .....

telephone .....

fax .....

e-mail .....



Stamp and signature

Send your registration form with the receipt of the payment to:  
**Technology Transfer S.r.l.**  
Piazza Cavour, 3 - 00193 Rome (Italy)  
Tel. +39-06-6832227 - Fax +39-06-6871102  
info@technologytransfer.it  
www.technologytransfer.it

