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Global Learning for Operational Leaders



DIGITAL INNOVATION AND TRANSFORMATION | DIT-057

AI Product Management: From Use Case to Deployment

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Course content

Why Attend

Building AI products is fundamentally different from building traditional software. Outcomes are probabilistic, data quality determines success, and models must be monitored and improved long after launch.

AI product managers sit at the centre of this work, translating business problems into AI opportunities, aligning data scientists, engineers and stakeholders, and making sure that products are valuable, usable, feasible and responsible.

Course Methodology

• This training course will utilise a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This includes an interactive mixture of lecture-led learning, case studies, practical exercises and group discussions.

Course Objectives

• Understand core principles and best practices covered in AI Product Management: From Use Case to Deployment.

• Apply practical techniques to day-to-day operational challenges.

• Build an implementation action plan suitable for your organization.

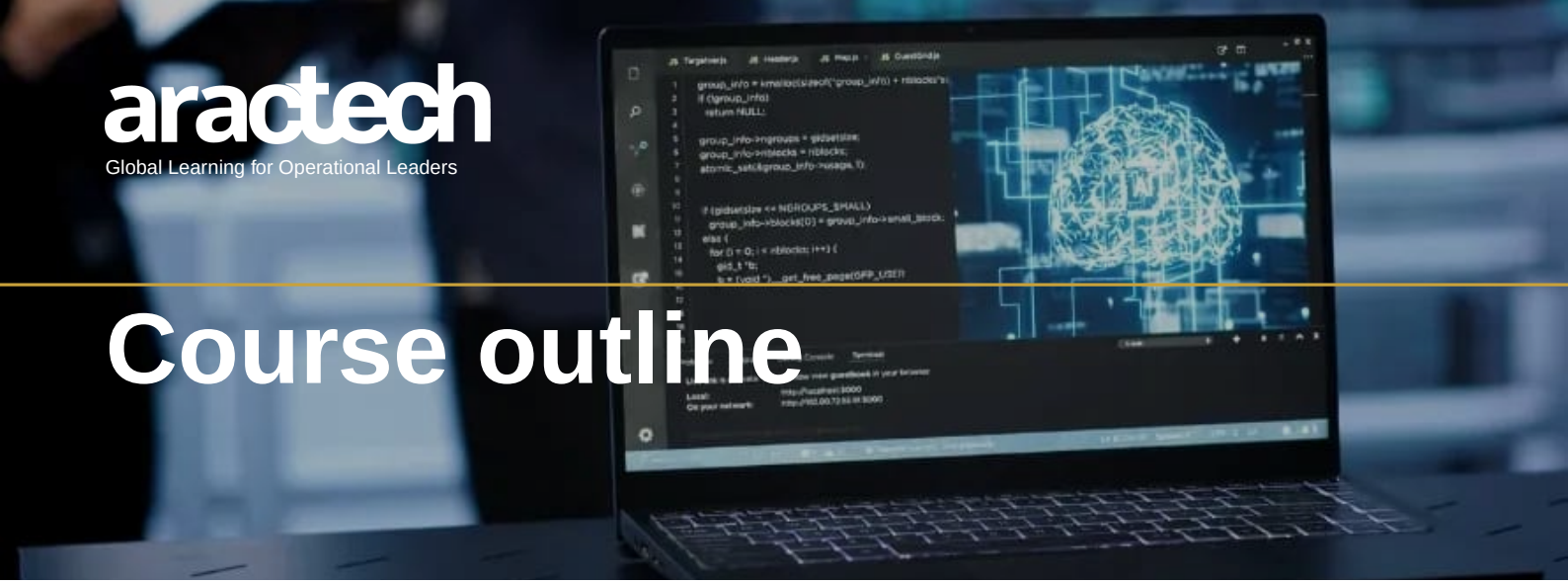
Target Audience

• Product managers and product owners

• Digital and innovation managers

• Business analysts moving into AI

• Technical leads and solution architects



Course outline

Detailed course outline

Day-by-day outline for AI Product Management: From Use Case to Deployment.

Day 1 - What Makes AI Products Different

• 09:00-09:34 | AI Product Fundamentals: Probabilistic behaviour, data dependency and continuous learning

• 09:34-10:08 | Types of AI Products: Predictive features, recommendation systems, copilots and autonomous agents

• 10:08-10:42 | The AI Product Lifecycle: Discovery, data, modelling, integration, launch and iteration

• 10:42-11:00 | Roles in AI Product Teams: Product manager, data scientist, ML engineer, designer and domain expert

• 11:00-11:30 | Coffee break

• 11:30-11:46 | Roles in AI Product Teams: Product manager, data scientist, ML engineer, designer and domain expert (continued)

• 11:46-12:20 | Common Reasons AI Products Fail: Wrong problem, weak data, poor adoption and unclear value

• 12:20-13:27 | Case Studies: Lessons from successful AI products in finance, retail and the public sector

• 13:27-14:00 | Discussion: Participants describe an AI product idea from their organisation

Day 2 - Discovery and Validation

• 09:00-09:27 | Problem Framing: Turning business pain points into AI-solvable problems

• 09:27-09:54 | User Research for AI Products: Understanding trust, control and explanation needs

• 09:54-10:21 | Opportunity Assessment: Value, feasibility, data availability and risk scoring

• 10:21-11:00 | Wizard-of-Oz and Prototype Testing: Validating demand before building models

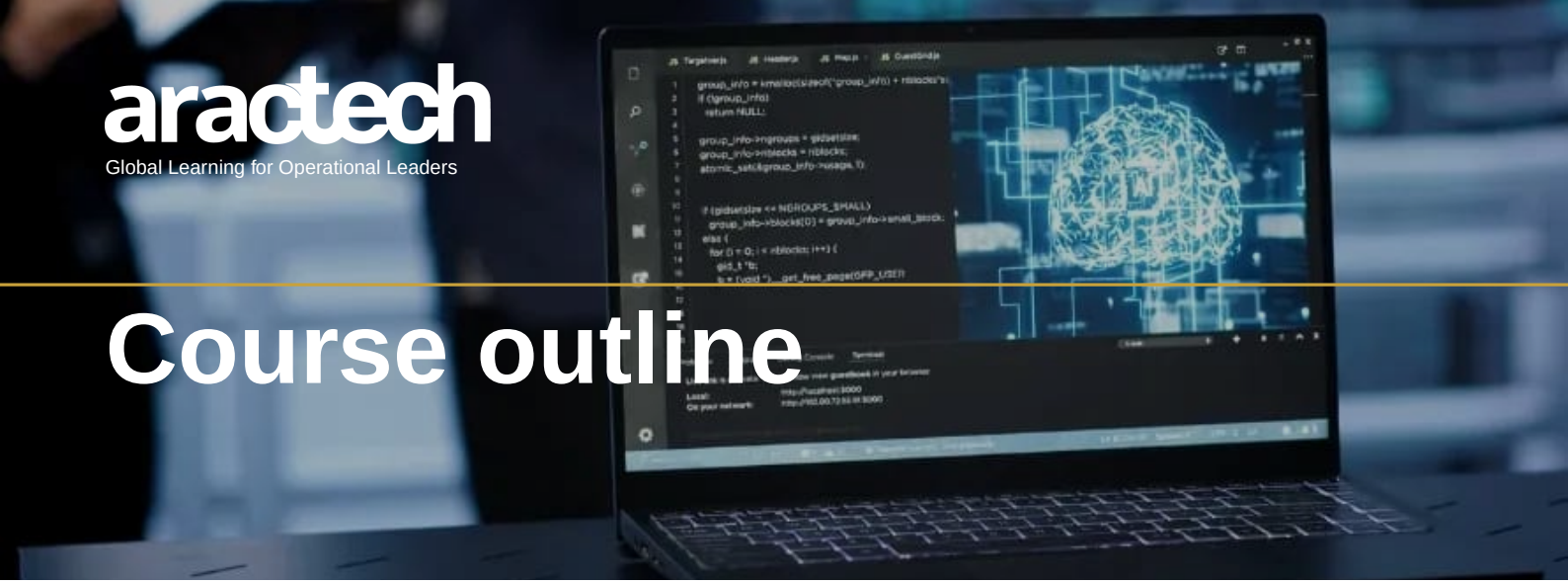
• 11:00-11:30 | Coffee break

• 11:30-11:45 | Wizard-of-Oz and Prototype Testing: Validating demand before building models (continued)

• 11:45-12:12 | Data Discovery: Identifying sources, gaps and labelling needs early

• 12:12-13:06 | Build Versus Buy Versus Foundation Model: Choosing the right technical route

• 13:06-14:00 | Workshop: Complete an AI opportunity canvas for a chosen use case



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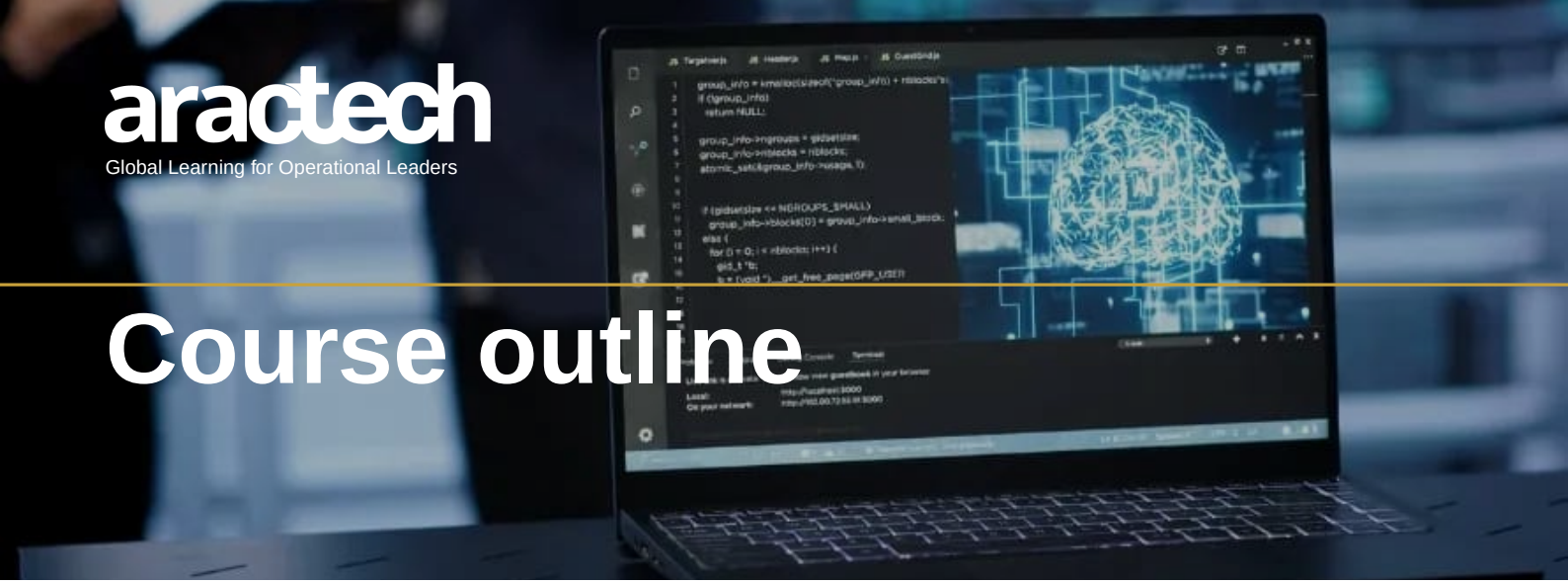
Day 3 - Requirements, Metrics and Design

- 09:00-09:30 | Writing AI Product Requirements: Inputs, outputs, quality thresholds and edge cases
- 09:30-10:00 | Model Metrics Versus Product Metrics: Linking accuracy to adoption and business outcomes
- 10:00-11:00 | Designing for Uncertainty: Confidence scores, explanations and human override
- 11:00-11:30 | Coffee break
- 11:30-12:00 | User Experience for AI: Feedback loops, error handling and setting expectations
- 12:00-12:30 | Data and Model Requirements: Training data, retraining frequency and performance monitoring
- 12:30-13:00 | Non-Functional Requirements: Latency, cost, privacy and security
- 13:00-14:00 | Exercise: Draft a product requirements document for an AI feature

Day 4 - Delivery, Experimentation and Launch

- 09:00-09:30 | Agile for AI: Running sprints when research outcomes are uncertain
- 09:30-10:00 | Minimum Viable Model: Shipping early, learning fast and improving iteratively
- 10:00-11:00 | Experiment Design: A/B tests, shadow mode and staged rollouts
- 11:00-11:30 | Coffee break
- 11:30-12:00 | Managing Technical Debt: Data pipelines, model versioning and maintainability
- 12:00-12:30 | Go-to-Market Planning: Positioning, pricing and communicating AI features
- 12:30-13:00 | Stakeholder Management: Keeping executives, legal and operations aligned
- 13:00-14:00 | Simulation: Making launch decisions based on experiment results



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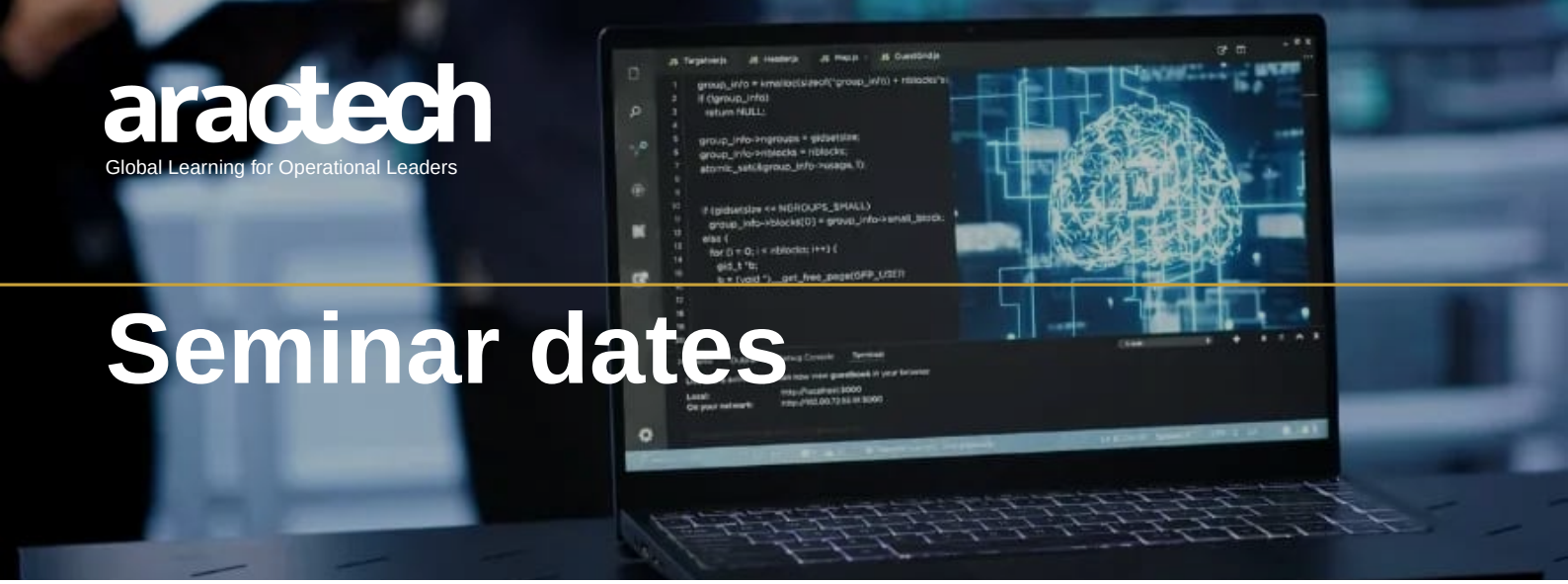
Day 5 - Scaling, Responsibility and Roadmapping

- 09:00-09:30 | Monitoring Products in Production: Model drift, user feedback and business KPIs
- 09:30-10:30 | Responsible AI by Design: Fairness, transparency and accountability in product decisions
- 10:30-11:00 | Regulatory Considerations: Classifying risk and meeting compliance obligations
- 11:00-11:30 | Coffee break
- 11:30-12:00 | Cost Management: Inference costs, cloud spend and unit economics
- 12:00-12:30 | Scaling AI Products: Platforms, reusable components and new markets
- 12:30-13:30 | Building the AI Product Roadmap: Balancing quick wins and strategic bets
- 13:30-14:00 | Capstone: Participants present an AI product strategy and roadmap



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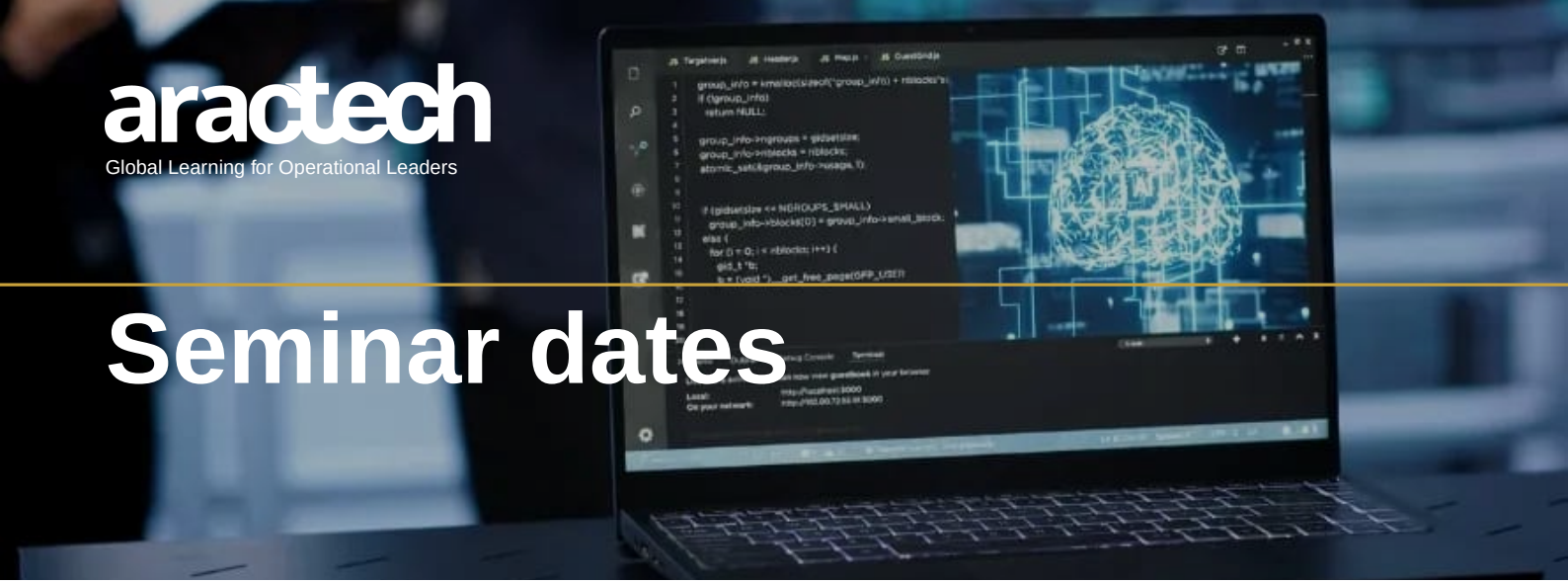
Seminar dates

Available seminar dates

Live dates and pricing for AI Product Management: From Use Case to Deployment generated from the course details page.

Date	Location	Format	Fee
4 - 8 January 2027	Manchester	Classroom	**€3,360**
11 - 15 January 2027	Dubai	Classroom	**€2,745**
18 - 22 January 2027	Cape Town	Classroom	**€1,895**
25 - 29 January 2027	Paris	Classroom	**€2,210**
1 - 5 February 2027	Dubai	Classroom	**€2,745**
8 - 12 February 2027	Amsterdam	Classroom	**€2,415**
15 - 19 February 2027	Liverpool	Classroom	**€3,360**
22 - 26 February 2027	London	Classroom	**€2,815**
1 - 5 March 2027	Cape Town	Classroom	**€1,895**
8 - 12 March 2027	Istanbul	Classroom	**€2,250**



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Date	Location	Format	Fee
15 - 19 March 2027	Dubai	Classroom	**€2,745**
22 - 26 March 2027	Barcelona	Classroom	**€2,175**
5 - 9 April 2027	Cape Town	Classroom	**€1,895**
12 - 16 April 2027	Frankfurt	Classroom	**€2,215**
19 - 23 April 2027	Dubai	Classroom	**€2,745**
26 - 30 April 2027	Kuala lumpur	Classroom	**€2,425**
3 - 7 May 2027	London	Classroom	**€2,815**
10 - 14 May 2027	Brussels	Classroom	**€3,400**
17 - 21 May 2027	Eindhoven	Classroom	**€3,400**
24 - 28 May 2027	Cape Town	Classroom	**€1,895**

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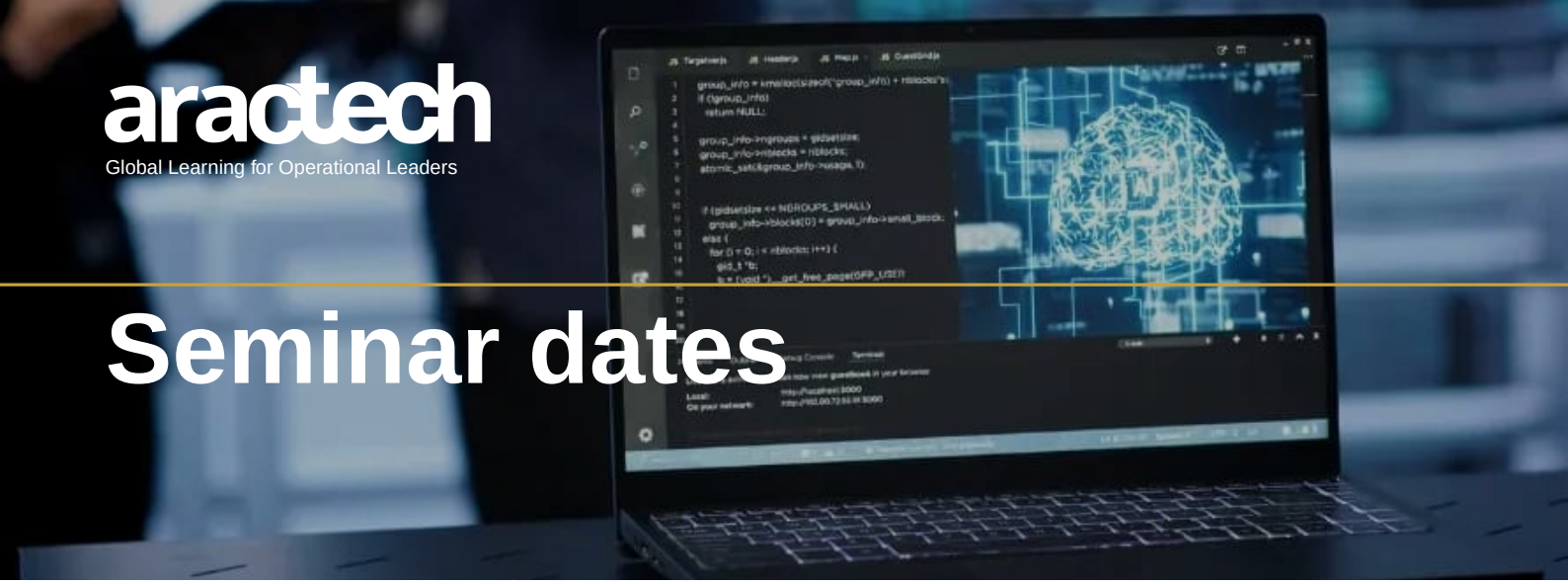

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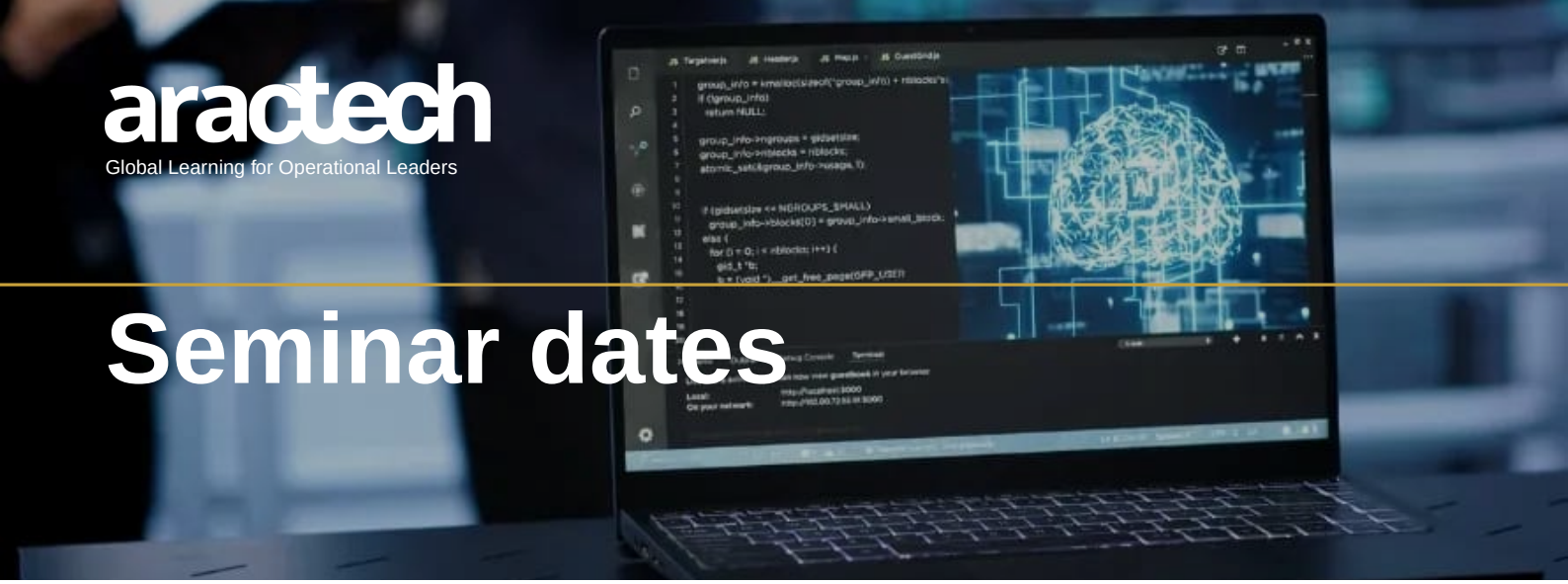
7 - 11 June 2027	Paris	Classroom	**€2,210**
14 - 18 June 2027	Dubai	Classroom	**€2,745**
21 - 25 June 2027	Amsterdam	Classroom	**€2,415**
5 - 9 July 2027	Dubai	Classroom	**€2,745**
12 - 16 July 2027	Rotterdam	Classroom	**€3,400**
19 - 23 July 2027	Cape Town	Classroom	**€1,895**
26 - 30 July 2027	Dusseldorf	Classroom	**€3,400**
2 - 6 August 2027	Dubai	Classroom	**€2,745**
9 - 13 August 2027	Barcelona	Classroom	**€2,175**
16 - 20 August 2027	Cape Town	Classroom	**€1,895**



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23 - 27 August 2027	Frankfurt	Classroom	**€2,215**
6 - 10 September 2027	Dubai	Classroom	**€2,745**
13 - 17 September 2027	Kuala lumpur	Classroom	**€2,425**
20 - 24 September 2027	London	Classroom	**€2,815**
4 - 8 October 2027	Istanbul	Classroom	**€2,250**
11 - 15 October 2027	Dubai	Classroom	**€2,745**
18 - 22 October 2027	Cape Town	Classroom	**€1,895**
25 - 29 October 2027	Berlin	Classroom	**€3,400**
1 - 5 November 2027	Dubai	Classroom	**€2,745**
8 - 12 November 2027	Amsterdam	Classroom	**€2,415**

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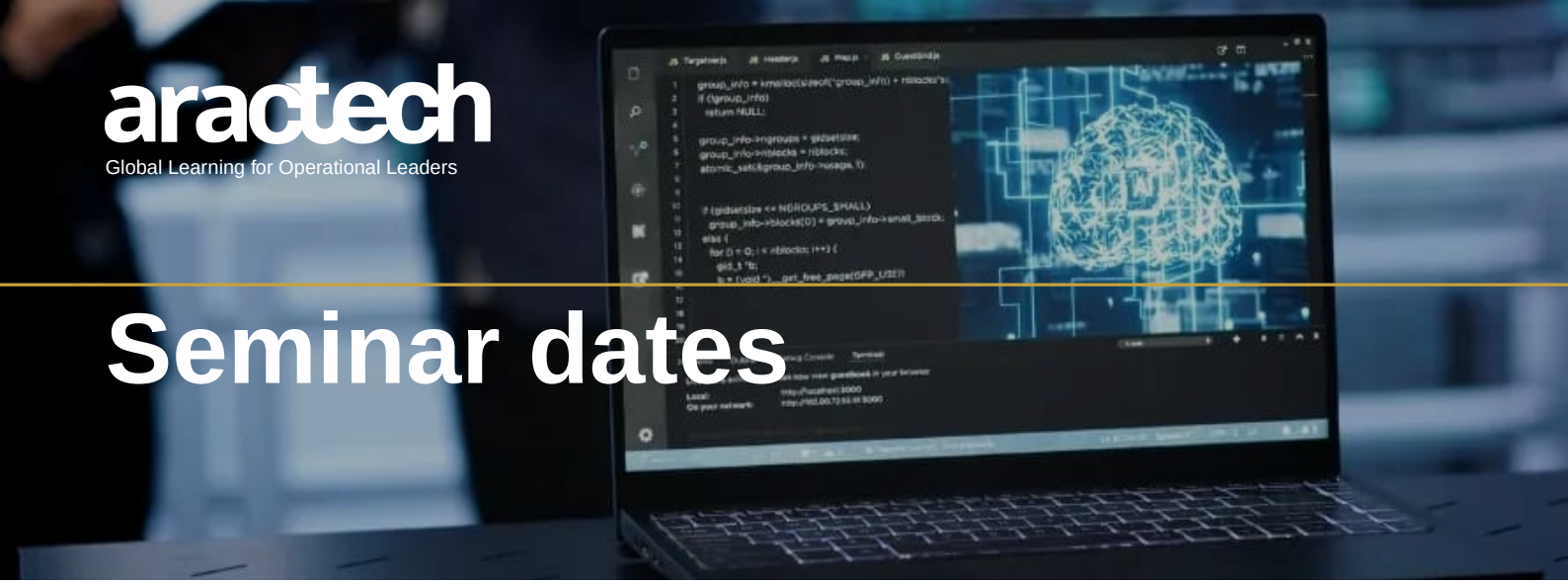

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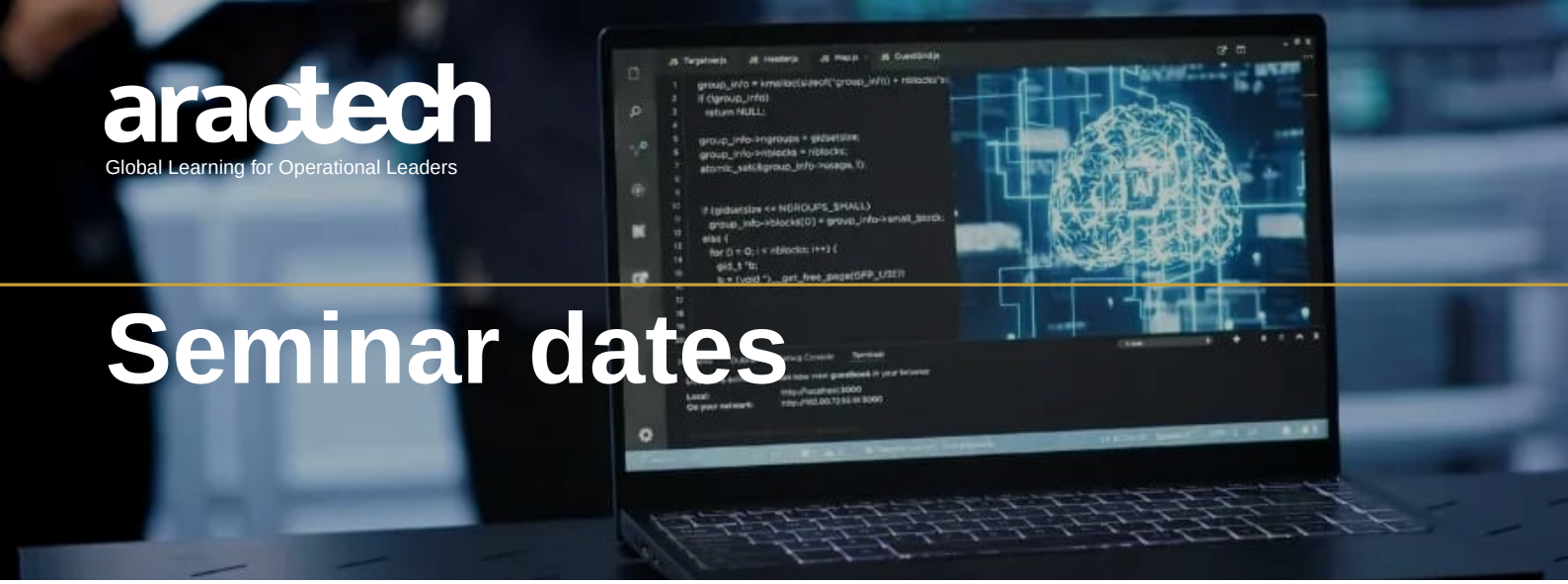
22 - 26 November 2027	Stockholm	Classroom	**€3,400**
6 - 10 December 2027	Cape Town	Classroom	**€1,895**
13 - 17 December 2027	Istanbul	Classroom	**€2,250**
20 - 24 December 2027	Dubai	Classroom	**€2,745**
27 - 31 December 2027	Barcelona	Classroom	**€2,175**
4 - 8 January 2027	Online / Live	Online / Live	**€1,515**
11 - 15 January 2027	Online / Live	Online / Live	**€1,515**
18 - 22 January 2027	Online / Live	Online / Live	**€1,515**
25 - 29 January 2027	Online / Live	Online / Live	**€1,515**



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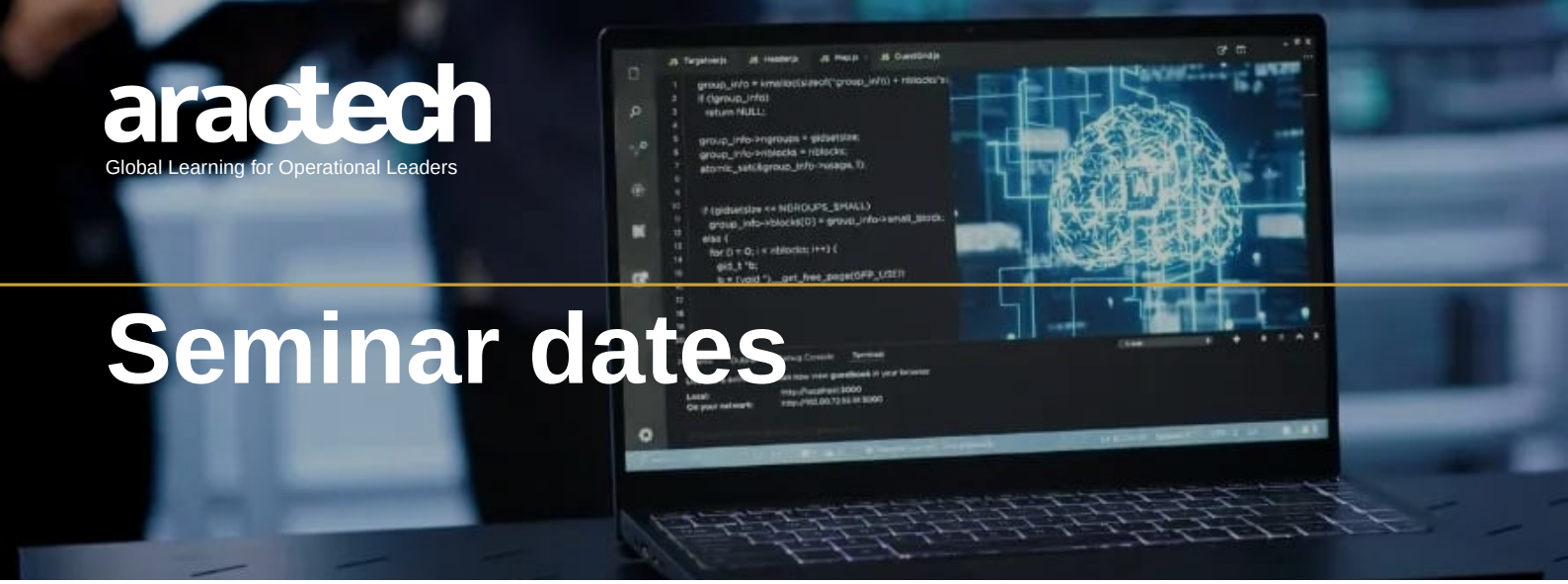
1 - 5 February 2027	Online / Live	Online / Live	**€1,515**
8 - 12 February 2027	Online / Live	Online / Live	**€1,515**
15 - 19 February 2027	Online / Live	Online / Live	**€1,515**
22 - 26 February 2027	Online / Live	Online / Live	**€1,515**
1 - 5 March 2027	Online / Live	Online / Live	**€1,515**
8 - 12 March 2027	Online / Live	Online / Live	**€1,515**
15 - 19 March 2027	Online / Live	Online / Live	**€1,515**
22 - 26 March 2027	Online / Live	Online / Live	**€1,515**
5 - 9 April 2027	Online / Live	Online / Live	**€1,515**
12 - 16 April 2027	Online / Live	Online / Live	**€1,515**



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10 - 14 May 2027	Online / Live	Online / Live	**€1,515**
17 - 21 May 2027	Online / Live	Online / Live	**€1,515**
24 - 28 May 2027	Online / Live	Online / Live	**€1,515**
7 - 11 June 2027	Online / Live	Online / Live	**€1,515**
14 - 18 June 2027	Online / Live	Online / Live	**€1,515**
21 - 25 June 2027	Online / Live	Online / Live	**€1,515**
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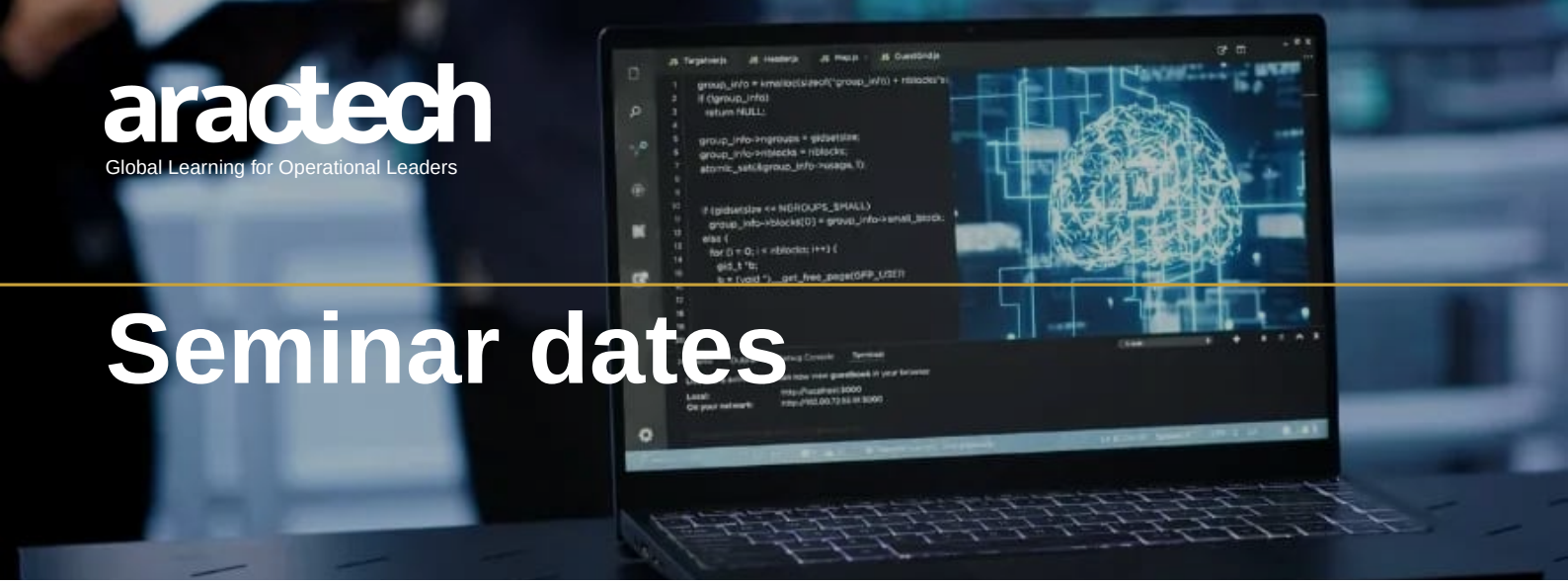

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16 - 20 August 2027	Online / Live	Online / Live	**€1,515**
23 - 27 August 2027	Online / Live	Online / Live	**€1,515**
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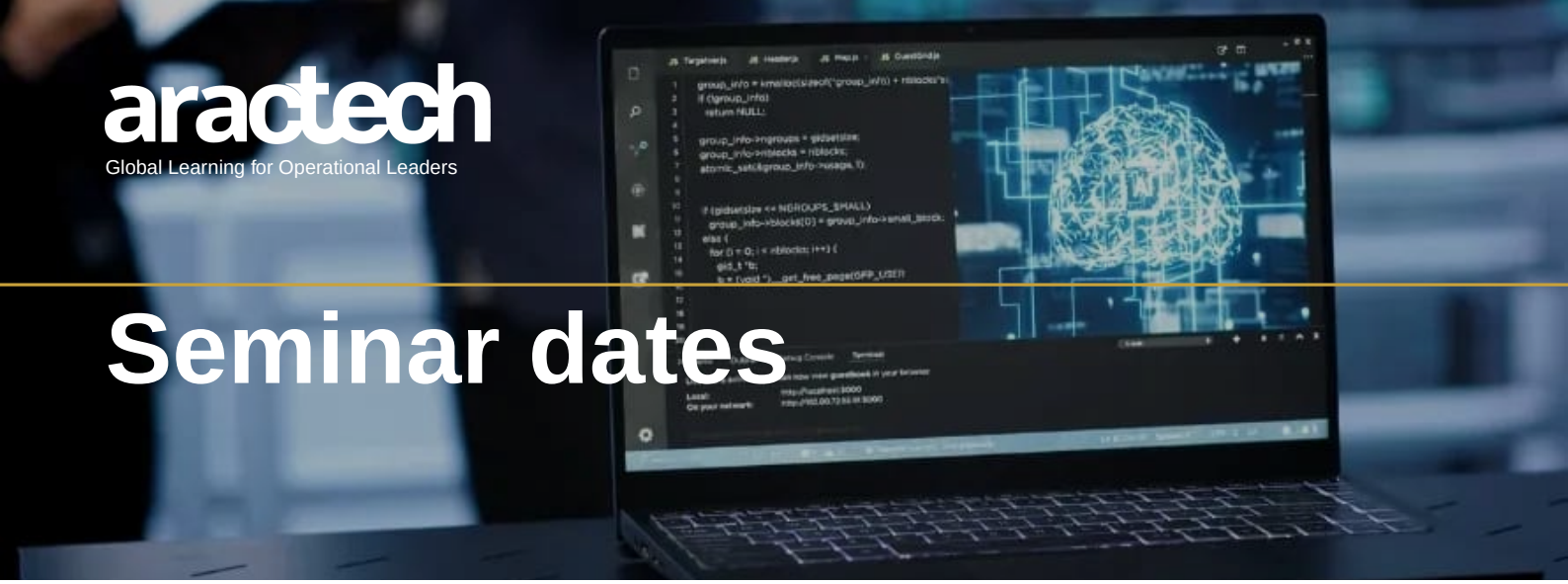

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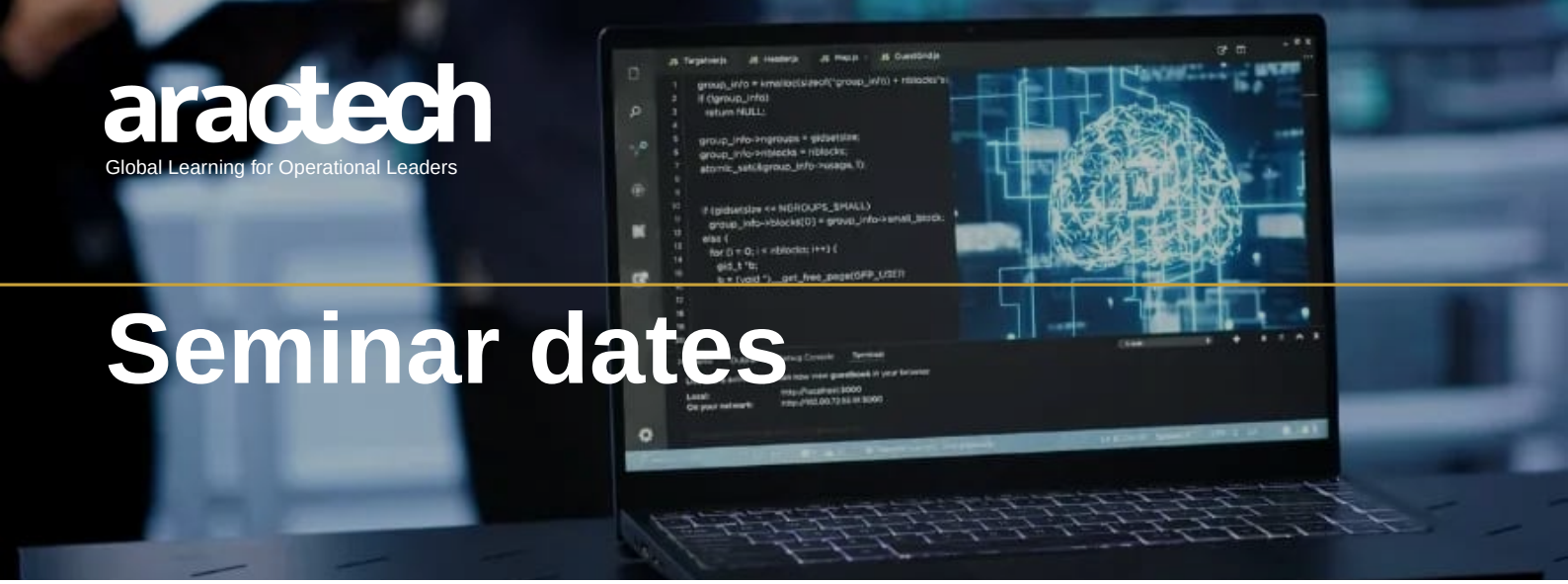

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