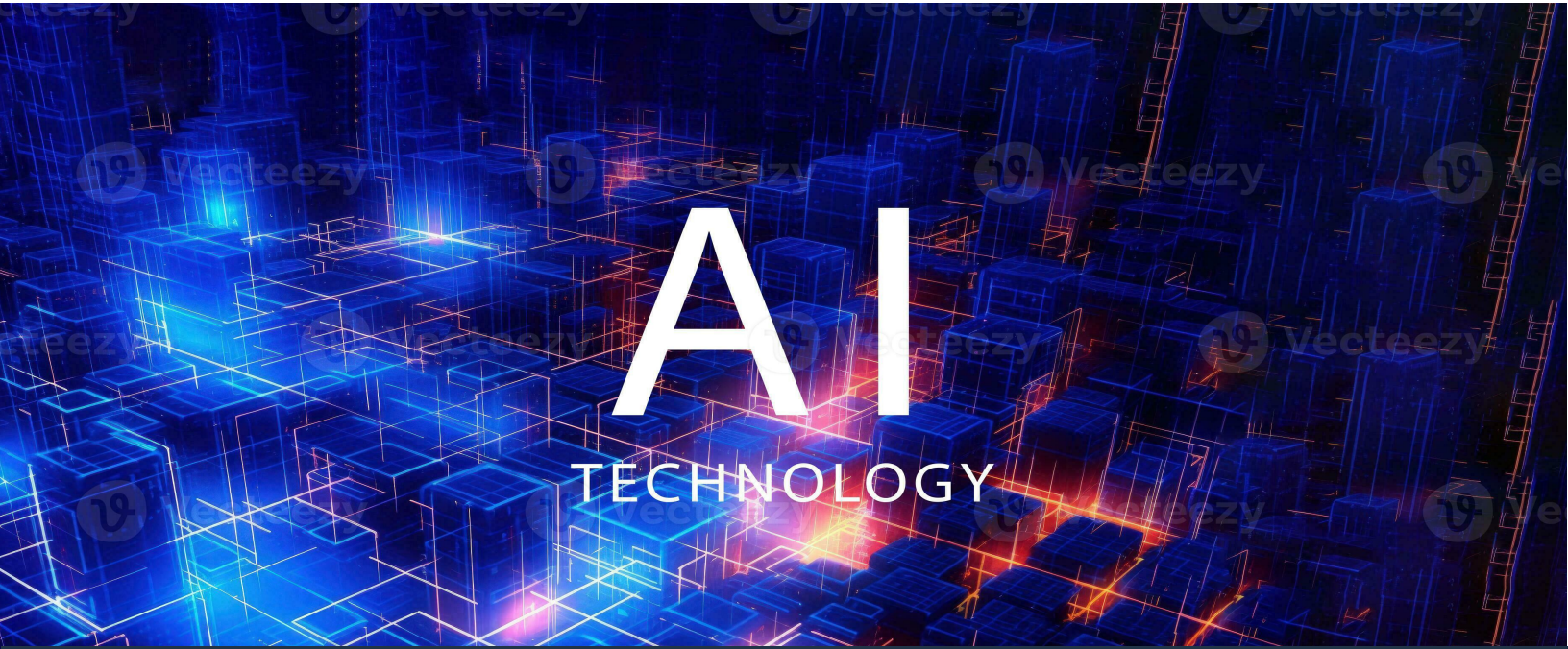


A background graphic featuring a 3D grid of blue cubes with glowing orange and yellow lines connecting them, creating a digital, networked appearance.

AI TECHNOLOGY

AI FOR MANUFACTURING & SMBs

Practical AI. Real-World Applications. Hands-On Learning.

Monday, November 2, 2026

Move beyond the basics and discover how artificial intelligence can help your business work smarter, market more effectively, and prepare for the future.

Join ASU faculty for this hands-on workshop designed specifically for small and mid-sized businesses. Explore practical applications of AI—from automating business workflows and analyzing RFPs to strengthening your brand and accelerating marketing.

Participants will gain practical experience using AI tools and learn how to identify opportunities to apply AI within their own organizations.

WHAT YOU'LL LEARN

- ❖ Identify practical opportunities to use AI in your business
- ❖ Use AI agents and automation to streamline workflows
- ❖ Connect AI with business data, documents, and everyday tools
- ❖ Strengthen marketing, branding, and customer-focused strategies
- ❖ Use AI to accelerate research, content, social media, graphics, and video
- ❖ Understand where AI can automate work—and where human judgment remains essential

WHO SHOULD ATTEND

Small and mid-sized business owners, manufacturers, managers, marketing professionals, and business leaders interested in using AI to improve productivity, operations, marketing, and growth.

EVENT TIME

8:30 am - 2:30 pm

COST

\$100 per person
includes lunch

LOCATION

Arizona's Connected
Workspace
1400 W. Washington
Phoenix, AZ 85007

Room 1210

Register Here!

ARIZONA
MANUFACTURING
EXTENSION PARTNERSHIP

Hosted by the AZ MEP
in partnership with
ASU W.P. Carey
School of Business

ASU **W.P. Carey**
School of Business
Arizona State University

AI FOR MANUFACTURING & SMBs

Two practical, hands-on sessions designed to help businesses apply AI to real-world operations, marketing, and growth.

Meet Your Instructors from W. P. Carey School of Business, Arizona State University:

Sang Pil Han
Associate Professor
Department of Information Systems

Daniel Gutwein
Marketing Faculty and Senior
Director Executive Education

MORNING SESSION: 8:30 - 11:00

AFTERNOON SESSION: 12:00 - 2:30

THE AI-ENABLED MANUFACTURER

From GenAI to Agents, Automation & Robots

Move beyond basic AI tools and explore how AI agents, business data, automation, and human judgment can work together to transform business workflows.

YOU'LL EXPLORE:

GENERATIVE AI & AI AGENTS

Understand the evolution from AI that answers questions to AI that uses tools, data, and takes action.

BUILD YOUR FIRST AI AGENT

Create and modify an AI workflow using n8n and an AI model/API.

AI-POWERED RFPs

Use an AI agent to analyze an RFP, review company information, identify gaps, and help prepare a response.

BUSINESS WORKFLOW AUTOMATION

Connect AI agents to company documents, data, and business tools to automate recurring tasks and processes.

FIND YOUR AI OPPORTUNITY

Identify a recurring workflow within your organization and map how AI, automation, and human judgment could work together.

THE AI-ENABLED ORGANIZATION

Explore the future of human + AI agent + robot teams and the implications for leadership, accountability, and organizational design.

HANDS-ON

Participants will build and run AI workflows and leave with a blueprint for an AI-enabled workflow to pursue after the workshop.

LAPTOP REQUIRED! n8n workflow files and supporting materials will be provided in advance.

AI-ACCELERATED MARKETING

Build a Stronger Brand. Reach the Right Customers. Work Smarter with AI.

Learn how strong marketing fundamentals combined with AI can help you clarify your brand, understand your customers, and accelerate everyday marketing activities.

YOU'LL EXPLORE:

MARKETING FUNDAMENTALS

Products, pricing, positioning, channels, and promotion—and why AI can't fix weak marketing fundamentals.

CUSTOMER-CENTERED MARKETING

Understand customer needs, "jobs to be done," and how to develop and target customer personas.

BRANDING & POSITIONING

Define your brand promise, build trust and consistency, and communicate why customers should choose you.

AI MARKETING TOOLKIT

Apply AI to market research, industry scans, blogs, emails, proposals, social media, and other marketing activities.

AI-POWERED CREATIVE

Explore AI tools for graphics, video, and content creation.

HANDS-ON AI MARKETING

Create social media content, images, and video while exploring AI-powered lead generation and marketing automation.

HANDS-ON

Put AI to work creating real marketing content and identifying practical opportunities for automation.

KEY TAKEAWAY

AI won't fix poor marketing—but it will dramatically accelerate good marketing!

**Networking and lunch from
11:00 am - 12:00 pm**