



AI @Work for Everyone

JANUARY 2026

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Audience
General, Anyone



Capacity
25 max



Duration
06 hrs

Day	Time	Title	Type
Day 01	09:00 - 12:00	<ul style="list-style-type: none">○ Introduction to AI○ A Brief History of AI○ Big Data: The Lifeblood of AI	Training
	13:00 - 16:00	<ul style="list-style-type: none">○ Introduction to Prompt Engineering○ The Rules of Prompting: Role-Context-Task○ Iteration & Experimentation○ Tone -Format - Style	Hands-On Demos
	09:00 - 12:00	<ul style="list-style-type: none">○ Real Life Applications of AI in industry○ Machine Learning	Training
Day 02	13:00 - 16:00	<ul style="list-style-type: none">○ AI as your document assistant: Summarize – Translate – Chat with documents○ AI as your browsing assistant: Summarize – Translate – Q&A with Web Pages○ AI as your Ideation/Planning Assistant○ AI as your Product Management Assistant○ AI as your Power Point Assistant○ AI as your Research Assistant○ AI as your HR Assistant○ AI as your Legal Assistant○ AI as your Social Media Assistant○ AI as your Excel/Data/Analytics Assistant○ AI as your Programmer	Hands-On Demos of AI Tools
Day 03	09:00 - 12:00	<ul style="list-style-type: none">○ AI for Images & Art: DALL-E & Midjourney○ AI for Video: Sora○ AI for Audio: ElevenLabs○ AI for Music: Suno○ Creating Custom GPTs○ AI for Avatars: Heygen○ Other AI Tools	Hands-On Demos of AI Tools
	13:00 - 16:00	<ul style="list-style-type: none">○ Hackathon/Student project	Hackathon/ Student project

About Synaptica

Synaptica is an applied artificial intelligence company focused on transforming complex business challenges into intelligent, scalable products. We operate at the intersection of AI strategy, software engineering, and industry-specific innovation, helping organizations move from experimentation to measurable outcomes.

Mission

At Synaptica, we empower organisations to unlock the full potential of Artificial Intelligence by transforming visionary ideas into executable strategies and intelligent systems. Through expert consultancy, applied AI design, and tailored software development, we guide businesses from ideation to implementation, bridging innovation with measurable operational and economic impact across the GCC and beyond.

Vision

To build a future where artificial intelligence is seamlessly woven into business strategy and operational infrastructure, empowering organisations to move from ideation to execution and lead with intelligence. Synaptica aspires to become a trusted builder of applied AI systems and knowledge platforms in the Middle East, advancing responsible AI adoption and strengthening the region's role in the global AI ecosystem.

Values

Intelligence with Purpose

We build artificial intelligence to solve real problems and deliver measurable impact. Innovation is meaningful only when it improves decisions, operations, and outcomes.

Regional Relevance, Global Standards

We build AI solutions grounded in the language, culture, and regulatory realities of the Middle East while meeting global technology and engineering standards.

Knowledge as Infrastructure

We believe structured knowledge, language, and domain expertise are the foundations of intelligent systems. Building knowledge platforms enables long-term intelligence and innovation.

From Strategy to Systems

We move beyond ideas and prototypes into operational intelligent systems. Execution is the bridge between innovation and value.

Responsibility by Design

Trust, transparency, and ethical AI development are embedded into every system we create. Responsible AI is a foundational principle, not an afterthought

The senior team behind Synaptica has more than 40 years' of experience in developing Digital Transformation strategies in GCC/MENA



THE SCIENCE OF CONNECTIONS

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