Digital Skills

AI Tools for In-Depth Analytical Research

Course Details

Price

£95.00

Length

1 hour (13:00-14:00) - registration and light lunch
from 12:45

Course Overview

This **one-hour Lunch & Learn session** introduces business professionals to the power of **"Agentic AI" research tools** such as OpenAI, Gemini (Google DeepMind), and Grok (X AI by Elon Musk). These AI tools go beyond simple prompt-response interactions and can autonomously perform research, refine findings, and complete multi-step analytical tasks with minimal human input.

Delegates will learn how "**Agentic AI"** can enhance research efficiency, improve accuracy, and provide deeper insights by summarising and comparing multiple sources. The session includes an introduction to key AI research tools, best practices for structuring research prompts, and live demonstrations of AI-driven research in action.

No prior AI experience is required.

Flexible learning that works for you
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Course Content

Introduction to "Agentic AI" for Research

- What is Agentic AI?

- Differences between traditional AI and agentic AI

- Benefits of using AI for research (efficiency, accuracy, deeper insights)

Introduction to Key 'Deep Research' AI Tools

- OpenAI (ChatGPT)

- Gemini (Google DeepMind)

- Grok (X AI by Elon Musk)

Mastering Prompting Techniques

- Structuring research questions for AI

- Refining AI-generated responses for accuracy

- Examples of effective vs ineffective research prompts

Live Demonstrations

- **Case Study 1:** Industry Trend Analysis (Gemini)

- **Case Study 2:** Competitor Intelligence (Grok)

- **Case Study 3:** New Fund Research (OpenAI)

Interactive Q&A: Delegates suggest research topics for live AI analysis prior to attending.

Key Takeaways & Practical Application

- Best practices for using AI in research

- Suggested next steps & tools for continued learning

Benefits

- **Boost Research Efficiency** – Automate data collection and analysis, saving time on complex research tasks.

- **Enhance Accuracy & Insights** – Use AI to refine findings, verify sources, and generate deeper analytical insights.

- **Practical Hands-On Learning** – Gain real-world experience with AI tools through live demonstrations and interactive exercises.

This course is ideal for anyone looking to make research faster and more efficient, whether for market analysis, competitor intelligence, or business decision-making.

Next Steps

If you would like to book a place on this course, please click on the 'Book Course' button to the right of this page and login or register for a user account to complete your booking(s). Any queries please do not hesitate to contact us via admin@gta.gg or call us on 01481 224570.

If no date is scheduled for this course at the present time please click on the 'Register Interest' button and login or register for a user account so that we can add you to our course interest register. This register allows us to contact our tutors and finalise dates for a course as soon as we have a few people who have expressed their interest, so the more delegates who register their interest, the sooner we can schedule a particular course.

Course Tutor

Ian Campbell

Ian Campbell - Tech Entrepreneur and Non-Executive Director - Ian is an experienced executive known for his leadership roles across various sectors, particularly in technology and telecommunications. His career is marked by a consistent focus on driving growth and efficiency through innovation.