TRAINING COURSE
Artificial Intelligence & Luxe

COURSE GOALS
- Define the artificial intelligence
- Experiment with artificial intelligence tools in the luxury sector
- Create projects mobilizing artificial intelligence in luxury

TRAINING DURATION

14 hours, in 2 days or 4 half-days

TARGETED AUDIENCE

Accessible from all levels of study, the training is aimed at luxury professionals or job seekers wishing to train in these sectors.

PREREQUISITES

Luxury Fundamentals

ACCESS

Online application and discussion with the Experience team, response within 48 hours

RATES
- Group video training: 1,790 euros per person
- Customized training: on request

DETAILED PROGRAM

- Introduction to artificial intelligence
  - Definition and History of AI
  - The main types of AI and their uses
- Applications of AI in luxury
  - Examples of generative AI applications
  - Impact of AI on customer relations and experience
- Case study of AI in luxury
  - Presentation of a concrete case
  - Analysis and discussion
- Focus on conversational AI
  - Overview of chatbots and virtual assistants
  - Use of conversational AI in customer relations
  - Workshop: creation of a generative AI integration project for luxury
  - Development of project ideas using generative AI to improve the luxury customer experience
- Future trends of artificial intelligence in luxury
  - General artificial intelligence and augmented reality
  - Ethics and future challenges of AI in luxury

JOBS OPPORTUNITIES AND CAREER PATH

At the end of the training, attendants will be able to apply for positions aimed at implementing artificial intelligence projects in the luxury sector.

They can also continue to train in other skills in this sector.

TEACHING METHODS

- Teachers are working professionals
- Varied and dynamic teaching methods
- Individual follow-up with the Experience team

TOOLS

- Powerful technological tools: Google Workspace for Education, Slack, Edusign...
- Practical cases on real business situations related to the targeted sector

EVALUATIONS

- Evaluation of acquired knowledge at the end of training via a quiz or a project report

RESULTS AND PERFORMANCE INDICATORS

The first class of learners preparing for this training has not yet completed it. The results will be updated at this time.

- Satisfaction rate at the end of training: 90%
- Individual progression rate: 100%
- Interruption rate during training: 0%

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

- By telephone: +33(0)4 80 81 94 50
- By WhatsApp: +33(0)7 56 10 93 20
- By email: contact@crews-education.com