

WORKPLACE AI TRAINING · SWITZERLAND

Interactive workplace AI training

Learn AI by actually using it. No lectures, no slides: you work through every objective in dialogue with an AI tutor.

The tutor is the medium. You hold the conversation with Claude, the AI model from Anthropic. Instead of reading about AI, you work with it on your own tasks from the very first minute.

01

Learn in dialogue

Every unit is a conversation with the AI tutor. It shows by example instead of quizzing, and matches the pace to your prior knowledge.

02

Work on your own business

From module 2 you produce one deliverable per unit about your company. The result is an honest baseline of where you stand.

03

Knowledge check and certificate

Three short practice questions close each unit. Complete a module and you receive a certificate.

WHAT SETS IT APART

- **No lectures.** You work through every objective in conversation, not via video or slides.
- **Short units.** Six per module: around 10 minutes in module 1, around 15 minutes from module 2.
- **Bilingual.** Fully in German and English.
- **Confidential.** Your conversations are not read by iConference and not used for advertising.
- **Peer level.** For everyone in the organisation, from intern to management.
- **Concrete deliverables.** Process brief, data map, quick-win brief: what you produce stays usable.
- **Certificate per module.** Proof of the knowledge checks passed across all units.
- **One path, six modules.** From the foundations to your concrete AI roadmap.

PRICING

SINGLE SEAT

CHF 648 / seat · launch

regular CHF 720

One participant seat, all six modules.

BUNDLE · 5 SEATS

CHF 2'925 · 585/seat ·

launch

regular CHF 3'250

Five seats for your team.

BUNDLE · 10 SEATS

CHF 5'184 · 518/seat ·

launch

regular CHF 5'760

Ten seats for your team.

First 50 seats free: modules 1 and 2 included, up to two seats per company. Continue with modules 3 to 6 for CHF 600. Not combinable with the launch discount.

One-off purchase per participant seat, all 6 modules, net excl. VAT. Launch discount of 10 percent until 30.09.2026.

iConference AG

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Start modules 1 & 2 free
training.iconference.ch

SIX MODULES, ONE PATH

From the foundations to your roadmap

Module 1

LIVE

AI Foundations

What language models can do, where their limits are and how to work with them day to day.

Module 2

LIVE

The Groundwork

Processes, data, systems, ground rules: you check your company's four pillars and take away an honest baseline.

Module 3

LIVE

Use Cases & Quick Wins

Where AI pays off first in your business: find and rank use cases and start the fastest quick win.

Module 4

FROM 08.2026

People & Leadership

Why AI adoption fails at the people level: objections, shadow AI and how leadership makes the difference.

Module 5

FROM 09.2026

Implementation & Operations

From pilot to daily work: tool choice, rollout and measurement so AI sticks.

Module 6

FROM 09.2026

Your Roadmap

The capstone brings it together: your concrete AI roadmap for your business.

Your access covers all six modules. New modules keep arriving through September 2026.

WHO IT IS FOR

For everyone who wants to use AI deliberately and professionally at work. Business administration, marketing, operations, IT, sales and public administration.

No technical background needed. What is new is the deliberate, professional use of AI, not the technology.

THE DIFFERENCE

You learn AI by actually using it

The AI tutor is Claude, the frontier model from Anthropic. It delivers something useful straight away, a draft, a structure, the decisive follow-up question, rather than quizzing you on definitions. That way you experience in the course itself what good AI does in everyday work. You apply what you learn directly to your own business.

FORMAT & FLOW

Six units per module, around 10 minutes in module 1 and around 15 minutes from module 2, in the browser, at your own pace.

Each unit closes with a knowledge check of three practice questions. Complete a module and you receive a certificate.

iConference AG · AI consulting for the Mittelstand

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