

# **AI LIVE: A Hands-On Strategy Workshop**

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## Workshop Overview

This interactive workshop is designed specifically for optical professionals who want to integrate AI tools, such as ChatGPT, into their daily practice operations, marketing, sales, and patient communication.

This is not a lecture-style session. It is a working lab where attendees bring their laptops, tablets, or phones and actively build solutions for their own practices in real time.

## **1. Practical AI Education for Optical Practices**

Participants will learn:

- What AI can and cannot do in an optical setting
- How to safely and effectively use AI in a healthcare-related business
- How to write better prompts for accurate, usable outputs

## **2. Live Demonstrations Using Real Optical Scenarios**

Examples may include:

- Creating patient education materials
- Writing recall emails and text campaigns
- Developing social media content
- Generating staff training outlines
- Creating sales scripts for opticians
- Building marketing calendars
- Drafting SOPs and workflow documents

All examples will be tailored specifically to optical practices.

## **3. 1:1 Guided Support During the Session**

A key differentiator of this workshop is personalized guidance.

Attendees will:

- Work on their own real business questions

- Receive individualized feedback on how to refine prompts
- Leave with at least 2–3 ready-to-use AI workflows specific to their practice

This transforms the session from informational to implementation-focused.

#### **4. Custom Takeaway Resources**

Each attendee will receive:

- A curated prompt guide designed specifically for optical professionals
- A checklist for integrating AI into practice workflows
- A follow-up resource sheet for continued learning after the show

#### **5. Immediate ROI Focus**

The goal is not theoretical AI education.

The goal is:

- Increased efficiency
- Stronger patient communication
- Better marketing execution
- Enhanced team productivity
- Higher perceived value in practice presentation

Attendees will leave with tangible tools they can implement immediately.

#### **Ideal Audience**

- Practice owners
- Office managers
- Opticians
- Sales representatives
- Marketing coordinators within optical practices

No prior AI experience required.

#### **Format Details**

- Interactive workshop
- Bring-your-own-device model

- Wi-Fi access required