



## The Artificial Intelligence era:

Advance your organisation through the use of data in decision making



10-11 October  
2023



PwC's Experience Center,  
Nicosia

### Workshop Themes:

#### Day-1:

- Master analytics fundamentals and revolutionise decision-making with cutting-edge insights. Elevate your business through data governance, security, and the analytics lifecycle.
- Define a game-changing data strategy that propels your organization to new heights. Unlock the potential of machine learning and embark on an Analytics Transformation journey.
- Harness the art of data visualisation to captivate your audience and convey powerful insights effortlessly. Embrace the dynamic world of PowerBI and unleash the true potential of your data.
- Optimise your data's impact through efficient management techniques. Discover the benefits of PowerQuery and SQL.
- Gain efficiencies and act on insights using low code/no code business application development and RPA technologies (Power Apps and Power Automate)
- Stay ahead of the competition by leveraging the power of social media and web listening tools. Understand customers, customer sentiments, market trends and brand reputation using TalkWalker.

#### Day-2:

- Explore the role of Big Data in Business Analytics and uncover the definition of AI and its relation to Machine Learning.
- Understand the importance of fostering a data culture within your organisation and learn key actions to cultivate a data-driven environment.
- Address potential risks and biases associated with AI, and discuss strategies for responsible and responsive AI implementation.
- Gain insights into AI security considerations and engage in discussions about ethical dilemmas and AI ethics.
- Summarise the workshop, reflect on key takeaways, and envision the future, equipped with actionable knowledge to leverage Big Data, AI, and Machine Learning in your organisation's success.



The workshop includes a 4-hour in-house session, which offers the opportunity to discuss issues that concern the organisation in a more personal and private setting.



**Instructor**  
**Monica Odysseos**

Monica is an Assistant Manager in Technology Consulting at PwC working together with the Data and Artificial Intelligence Lab (DAIL). She is a Data Analytics, Big Data and AI expert with 10 years of experience both in the UK and Cyprus in the development and integration of Data Analytics solutions for organizations, across industries. She holds a BSc in Mathematics and Computer Science from the University of Bath, an MSc in Risk Management from the University of Southampton and is a qualified chartered accountant (ACA - ICAEW). Monica's areas of expertise include all elements of Data Analytics, including data management and quality assessment, data analytics strategy development and software engineering. Within PwC she additionally holds the role of facilitator and trainer of the Data Analytics Innovation Academy, teaching digital transformation tools to non-technical individuals.

### Participation fees

Fee: €1445 (+VAT) per participant

The programme has been approved and categorised as "Vital Importance" by the Human Resource Development Authority of Cyprus (HRDA) and it is fully subsidised. Eligible participants will only need to pay the VAT (€274,55 per participant).

**Registration:** To register please follow this link

PwC's Academy Cyprus

The programme has been approved by the HRDA as Vital Importance. Enterprises/organisations participating with their employees who satisfy HRDA's criteria, are entitled to subsidy.



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