



AI UP-SKILLING WORKSHOP

Meet Your New AI Agent Coworker

with Claude Desktop

A full day for Executives, Business Development & Sales Marketing

Emporium Suites by Chatrium, Sukhumvit 24

Thursday 30 July 2026 · 9:00am to 5:30pm (Registration & Setup 8:00am)

A hands-on AI up-skilling workshop in Bangkok for non-technical business leaders: founders, directors, sales and marketing teams.

A single hands-on day covering practical ways to put AI to work across the tasks senior professionals handle every week: researching competitors and building lead lists, drafting executive briefs, proposals and pricing sheets, following up from a CRM or spreadsheet, creating live dashboards, building landing pages, and generating on-brand visuals. This is not a coding course; it is AI training for non-technical professionals, designed to enhance the everyday business tasks they already do, with no technical background needed.

Sessions that involve personal information use dummy data provided on the day, so nothing of your own needs to leave your laptop. One session showcases building a landing page: follow along on your own, or simply watch the interactive demo, where one attendee's real use case is used to create a landing page for their business, project, or product. A catered lunch with international menu options and two coffee breaks with light bites and refreshments are included. Hands-on, with limited seats available.

Agenda at a glance

Time	Session	What happens
8:00 – 9:00	Registration & setup	<i>Doors open at 8:00. Enjoy coffee, lite bites & refreshments while we help with laptops, Claude Pro, and account access. Come early and prepared for the best experience, so we can start 9:00 sharp.</i>
9:00 – 9:15	Welcome & introductions	Your presenter, track record, and why this mixed room of owners, directors, BD and marketing leaders is exactly the right audience.
9:15 – 9:25	Framing the day	The goal in one line: by 5:30 you'll have run real relationship-to-revenue workflows with Claude.
9:25 – 9:35	AI governance & security: an overview	A plain-language look at the risks and guardrails. Awareness for the room, not a how-to for your own organization's policy.
9:35 – 10:05	Claude Desktop basics: the map	Explanation only. What each piece is for: Chat, Cowork, Code, Dispatch, Projects, Live Artifacts, Scheduled Tasks, and Connections. Deep dives come later.
10:05 – 10:35	Prompting guides & Projects	How to prompt well using reusable patterns and guides, and how Projects keep your context, instructions, and files in one place.
10:35 – 10:50	Coffee Break	<i>Enjoy coffee, lite bites & refreshments.</i>
10:50 – 11:20	Connectors, Skills & Plug-ins: install & configure	Hands-on. Connect cloud folders (Drive / OneDrive) and email, and install and configure the connectors, skills, and plug-ins we'll use all day. The setup that makes everything after this 10x.
11:20 – 12:05	Competitor analysis & lead generation by industry	Hands-on. Research competitors and build a targeted lead list for your specific industry. ★ Custom Claude Skill Provided
12:05 – 1:05	Cowork: executive briefs, proposals & pricing	Hands-on, in depth. Point your autonomous co-worker at connected sources and produce a real executive brief, a proposal, and a pricing sheet. ★ Custom Claude Skill Provided
1:05 – 1:50	Lunch & Networking	<i>Catered international lunch with time to connect across the room.</i>
1:50 – 2:05	LinkedIn messages that land <i>(dual-track)</i>	Hands-on, fast. Sales / BD write warm outreach; marketers write audience and partner messaging, tuned to the leads you found earlier.
2:05 – 2:25	Enriching leads: CRM, Google Sheets or Excel	Hands-on basics of getting contacts in. Main example: turning photos of business cards into clean entries. No CRM? No problem: enrich straight into Google Sheets or Excel instead.
2:25 – 2:40	Coffee Break	<i>Enjoy coffee, lite bites & refreshments.</i>
2:40 – 3:20	Follow-ups from your CRM, Sheets or CSV <i>(dual-track)</i>	Hands-on. Feed a CRM export, a Google Sheet, an Excel file, or a CSV and generate personalized follow-ups, whether sales nurture or marketing sends, each tied to where the relationship stands. No CRM needed. ★ Custom Claude Skill Provided
3:20 – 3:35	Live Artifact in action: a use case	The "Monday-Morning Command Center": one live page that pulls your meetings, key-account activity, fresh leads, and industry news from connected sources, refreshing every time you open it. ★ Custom Claude Skill Provided
3:35 – 4:10	Media generation tour <i>(interactive where accounts allow)</i>	Claude persona prompting, ChatGPT Images 2.0, a personal avatar with Veo via Gemini, and video at scale in Google Flow, producing on-brand media you can drop into your documents, decks, and the page you build next. ★ Custom Claude Skill Provided
4:10 – 4:50	Custom landing pages <i>(interactive; participation optional)</i>	Build a real landing page with Claude and bring in the media you just generated. Want hands-on? Set up free GitHub + Vercel and ship one live. Prefer to watch? Follow along, no accounts needed. ★ Custom Claude Skill Provided
4:50 – 5:10	Open Q&A	Bring everything from the day: your pain points, your use cases, and your "can Claude do X?" questions.
5:10 – 5:30	Wrap-up & your next steps	A recap of what you built, where to find your take-home guides and materials, and simple ways to keep building momentum next week.

Where it happens



Emporium Suites by Chatrium, Sukhumvit 24

622 Sukhumvit Soi 24, Klongton, Klongtoey, Bangkok 10110

Right above the Emporium shopping complex on Phrom Phong, two minutes from the BTS.

Heliconia Hall I-III, fully equipped conference hall:

High-speed Wi-Fi, LCD projector and screen, microphone and audio system, flipchart, whiteboard and markers, and a podium.

Getting around:

Phrom Phong BTS 150 m, The Emporium 100 m, EmQuartier 200 m, Emsphere 400 m, Benjasiri Park 900 m, Terminal 21 1.3 km.

Where to stay:

Partner room rates at the host hotel, Emporium Suites by Chatrium, start from ฿4,539 per night with breakfast. Secure your seat to receive notes on how to claim attendee offers.

What to bring: prerequisites

The day is genuinely hands-on. The items below only work if they're ready before 9am. The 8am registration window is for last-minute help, not first-time setup.

Required for everyone	Bring / set up before you arrive
Laptop	Mac or Windows laptop you can install and sign in on.
Claude	Claude Pro or higher, signed in on Claude Desktop.
Cloud & email	A cloud-storage account (Google Drive or OneDrive) and an email account you can connect.
Your data	Optional but useful: an export of your contacts (a CRM file, Google Sheet, Excel, or CSV). Please follow your company's data-privacy policies. Sample data is provided for anyone who can't use company data on a personal or company laptop outside the organization. Any data you use stays on your own laptop and is never shared with the organizers or other participants.
Business cards	Bring plenty. We'll use them for networking and in the interactive sessions, scanning them straight into your CRM or spreadsheet.

Everything below is optional. Each of these sessions is designed so you can simply watch and follow along if you'd rather not set up extra accounts. If you do want to take part, you're welcome to create these free accounts with us during the workshop.

Optional: only to take part hands-on	You can always just follow along
Custom landing pages	We'll help you set up a free GitHub & Vercel account, only if you want to build and publish a draft page live.
Media generation tour	ChatGPT Plus (Images 2.0) and Google AI Pro (Gemini and the Veo avatar). Claude persona prompting runs on your existing Claude Pro. Google Flow (Veo video) is included on the Google AI Pro and Ultra plans, or available pay-as-you-go via Google Cloud with a Google admin account. Anyone who wants to keep going can follow the setup steps in the take-home pack.

Who this day is for

Built for senior decision-makers and the teams who drive revenue: **Business Owners, Founders and Entrepreneurs, Managing Directors, Directors and Managers, Sales and Marketing Specialists, and Chamber Members.**

No technical background required. Two of the day's sessions run dual-track, with sales / BD on one path and marketing on the other, so everyone always has a live exercise on their own work. The lead-list, enrichment, and follow-up sessions work with or without a CRM, so founders and smaller teams are never left out.

STRAIGHT TALK

Who this day is not for (and what you'd miss)

We keep the room sharp on purpose. If you see yourself below, this probably isn't your day, and here's exactly what you'd be walking past.

- ✗ **The spectator.** If you want to lean back and watch slides, this isn't it. You'd skip walking out with a brief, a lead list, and a week of follow-ups already built on your own work, while the room beside you ships theirs.
- ✗ **The "maybe next year" crowd.** If AI is still a someday idea, you'd miss the morning everyone else leaves using it for real, then quietly pulls ahead while you're still deciding to start.
- ✗ **The code-first crowd.** If you came for a developer bootcamp, this isn't the room; there's no programming at all. What you'd miss is the whole point: real results from AI without writing a line of code.
- ✗ **The policy-only attendee.** If you need a full security and governance rollout for your organization, that's a different meeting. You'd get our ten-minute overview, then miss five hours of hands-on building that are the reason to be here.

Frequently asked questions

Do I need a technical background?

No. This is AI training for non-technical professionals. You direct Claude in plain English, it does the technical work, and you review and steer. No coding and no prior AI experience are required.

What should I bring?

A Mac or Windows laptop signed in to Claude Pro, a cloud-storage account (Google Drive or OneDrive) and an email you can connect, and plenty of business cards. Sample data is provided if you cannot use company data on your laptop.

What time should I arrive?

Registration and setup open at 8:00am and the day starts 9:00am sharp. You will receive an onboarding link by email beforehand; please complete it before you arrive. If you cannot, come at 8:00am and we will help you set up.

Is this a coding course?

No, there is no programming at all. One session demos building a landing page; build along or simply watch the interactive demo.

What is included in my ticket?

A full hands-on day, a catered international lunch, coffee breaks with light bites, your take-home guides, the materials you build on the day, the custom Claude skills you keep, 60 day access to the Ghip learning portal at learn.ghip.com, and a 20 minute 1-on-1 online AI strategy session. VIP and VIP Group tickets include more, see the next question.

What is the difference between VIP and Standard?

Standard and Early Bird include the full hands-on day, catered international lunch, coffee breaks, your take-home guides and the materials you build, 60 day learning portal access, and one 20 minute 1-on-1 online AI strategy session. VIP adds a reserved front section, lunch at the speaker's table, priority coaching during every hands-on block, tailored demos, 90 day portal access with extended learning tracks, a personalized 90 day AI goal plan, and three 30 minute 1-on-1 online AI strategy sessions. VIP Group brings the same VIP benefits for a team, with seats sold in pairs and additional seats available.

Do I need a CRM?

No. The lead-list, enrichment, and follow-up sessions work with a CRM, Google Sheet, Excel, or CSV, so smaller teams are never left out.

Can I use my own company data?

It is optional but useful. Please follow your company's data-privacy policies; anything you use stays on your own laptop and is never shared with the organizers or other participants. Sample data is provided if you would prefer.

How long do I keep access to the learning portal?

Standard access runs for 60 days after the workshop and VIP runs for 90 days. Every future workshop you attend extends your access by a further 60 days and adds that session's new course to your library. Access is invite-only and tied to your registered email address.

Where is the venue and how do I get there?

Emporium Suites by Chatrium, 622 Sukhumvit Soi 24, right above the Emporium and about 150 m from Phrom Phong BTS.

How do I pay, and are there member rates?

Checkout accepts Stripe, Visa, Mastercard, Apple Pay, Google Pay, and PromptPay. FACE, Chamber, and partner contacts can enter a promo code at checkout for member rates. Promotional rates close the weekend before the event.

Will I get a tax invoice?

Yes. Soft-copy tax receipt options are available at checkout. For group bookings or a specific invoicing format, email events@ghip.com.

What is your refund policy?

All registration fees are non-refundable. If you are unable to attend, you may transfer your seat to a colleague at no charge with at least 48 hours notice.

Your learning portal: learn.ghip.com

Every attendee is given access to the Ghip learning portal during the event. It is where the day keeps working for you: a private, gated space to track your progress, re-run everything you built on your own work, get help when you are stuck, and post what you make.

Every skill from the day, written up and tracked

All six sessions become full lessons you can work through at your own pace, each with the outcome, the requirements, the steps, a worked example, and troubleshooting. Your progress is saved as you go, so you always know what you have completed and what is next.

The prompt guides and custom Claude skills you were shown

Every prompt guide and every custom Claude skill demonstrated during the workshop is available to install and keep. Each lesson tells you exactly which marketplace skills to install first, so you are never guessing where to start.

Find your path

Rather than facing all six skills cold, you are routed to a recommended order based on the outcome you are after, whether that is pipeline, operations and analysis, building and marketing, or broad efficiency. Every lesson stays open to everyone.

Adapts to how you actually work

Each lesson flexes to your setup: CRM or spreadsheet, solo operator or a team. A readiness check tells you what is connected and what still needs setting up before a session will run cleanly.

Post your work, see what the room built

Share a finished piece of work on any lesson, an image, a video, or a link, and see what other attendees built from the same session. It is the fastest way to spot a use case you had not considered.

Your team's progress in one place

Colleagues from the same company can see each other's progress, so managers can bring a team through together and know where everyone stands.

Follow-up and help after the event

The portal is where post-event support lives. Bring back the problem you hit on your own data and keep moving instead of stalling the week after the workshop.

For VIP attendees

VIP access adds 90 day portal access, extended learning tracks, a personalized 90 day AI goal plan broken into milestones tied to your stated objective, and three 30 minute 1-on-1 online AI strategy sessions.

How access works

Access is granted on the day and runs for 60 days after the workshop. Each future workshop you attend extends the window by a further 60 days and adds that session's new course to your library. Access is invite-only and tied to your registered email address.

How you get in

Sign in at learn.ghip.com with the email you registered with, using a one-time magic link or your Google or Microsoft account. It works on a laptop or a phone. No password to remember.

What this day is worth

These are Thai-market benchmark ranges for what each session's skill typically replaces. Treat them as value displaced, not a guaranteed saving.

WHAT YOU WALK OUT WITH

Across one day, the skills in this room can replace **฿300,000 to ฿1,000,000 or more** a year in purchased leads, software seats, and outsourced work, on top of the hours you get back every week.

1. Lead generation by industry

Everyone else pays for leads. You'll learn to mint your own.

Build targeted lead lists, skip ฿3,700-per-lead event fees.

Trade-show leads average about ฿3,700 each, and high-value executive events run up to ฿26,500 per lead. Qualified B2B leads bought through a Bangkok agency cost roughly ฿1,150 to ฿9,800 each, rising to ฿23,000 to ฿39,000 once sales-qualified. A 50-lead list you build yourself in one session is the equivalent of ฿185,000 to ฿1.3M of purchased pipeline.

Source: Reachlane – lead generation, Bangkok · Reachlane – exhibition support, Thailand

★ **Custom Claude skill you keep:** Point Claude at your connected sources to produce a real executive brief, proposal, and pricing sheet.

2. Executive briefs, proposals & pricing sheets

Your next proposal shouldn't cost you a weekend.

Turn 5-hour proposals into 30-minute first drafts.

A single proposal averages about 5 hours to write, roughly 15 hours per won deal at a 1-in-3 win rate. A Bangkok copywriting agency bills around ฿2,500 per hour, so each proposal carries ฿12,500 or more of professional time. Claude collapses that to under an hour. Reclaiming four hours on just two proposals a week is roughly ฿480,000 to ฿960,000 a year of recovered time.

Source: Lexicon – Bangkok copywriting agency rates

★ **Custom Claude skill you keep:** Point Claude at your connected sources to produce a real executive brief, proposal, and pricing sheet.

3. Follow-ups from your CRM, Sheets or CSV

After the event, the first reply usually wins the deal.

Be first to follow up, win 78% of deals.

78% of buyers purchase from whoever responds first, and replying within five minutes makes you 21× more likely to qualify a lead. Most businesses take about 47 hours, and only around 7% respond inside five minutes. Pre-event outreach lifts booth traffic by up to 33%, and 81% of trade-show attendees have buying authority, so the same-night follow-up you generate here reaches decision-makers while competitors wait. (Speed figures are global sales research.)

Source: Reachlane – exhibition support, Thailand · NRF APAC – trade-show lead generation

★ **Custom Claude skill you keep:** Generate personalized, same-night follow-ups from a CRM, Google Sheet, Excel, or CSV, with no CRM required.

4. Live Artifact: custom dashboards

Stop paying per seat, and per project, for dashboards.

Build live dashboards free, skip ฿8k to ฿196k builds.

BI seats run about ฿460 to ฿2,450 per user each month, before any build. Through a Thailand Power BI consultancy, a starter dashboard (about 10 hours) costs roughly ฿8,000 to ฿20,000 and a complex one (about 100 hours) ฿80,000 to ฿196,000. A Live Artifact fills the exact gap your current tools miss, with no new licence, no per-seat fee, and a refresh from the sources you already connect.

Source: AscenWork – Power BI services, Thailand · Prism Technologies – Power BI, Bangkok

★ **Custom Claude skill you keep:** Stand up a live dashboard that refreshes from your connected sources every time you open it.

5. Custom landing pages

Produce a landing page in-house that an agency would quote tens of thousands of baht to build.

Publish your own landing page, skip ฿15k to ฿80k quotes.

In Thailand, agencies charge ฿15,000 to ฿30,000 for a template landing page, ฿30,000 to ฿60,000 for a custom design, and ฿60,000 to ฿80,000 once a conversion funnel and A/B testing are added; full websites reach ฿50,000 to ฿300,000. By learning to build and publish your own page on free GitHub and Vercel, you remove both the per-project agency fee and the recurring monthly subscription of a hosted page builder.

Source: [Digital Agency Bangkok – web & landing page packages](#) · [Southern Whale – Thailand website pricing 2026](#)

★ **Custom Claude skill you keep:** Build and publish your own landing page on free GitHub and Vercel, hands-on or follow along.

6. Media generation: visuals for decks & pages

Custom visuals sell. Stock libraries and freelancers just bill.

Generate on-brand visuals, skip ฿360-per-slide-and-up fees.

Presentation designers run roughly ฿360 to ฿19,600 per slide depending on complexity, and a single custom infographic is ฿3,300 to ฿65,000. Generating personalized images, diagrams, avatars, and video in-session replaces those line items, and because style and personalization drive engagement, the visuals also work harder. One redesigned 20-slide deck avoids ฿7,000 to ฿65,000 or more.

Source: [24Slides – presentation design \(Bangkok studio\)](#) · [Upwork – presentation designers, Thailand](#)

★ **Custom Claude skill you keep:** Generate on-brand images, avatars, and video, then drop them into your documents and pages.

Each session is designed so you leave with something you can use the next morning. Times are a guide and may flex slightly to follow the energy in the room.

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