



AI Focus Series for SMEs

Empower your business with artificial intelligence through targeted, sector-specific training designed exclusively for small and medium enterprises across the UK.

Unlock the Power of AI for Your Business

Artificial intelligence is no longer a futuristic idea reserved for tech giants. Today, over two-thirds of small business owners already leverage AI, and those who adopt it report higher revenue growth and productivity gains. Yet many SMEs still feel unprepared to harness these tools effectively.

That's why we created the **AI Focus Series** — a flexible, five-part webinar programme that lets you learn what you need, when you need it. Each 90-minute session is industry-focused and packed with real-world examples, interactive exercises and live Q&A.



Attend the sessions most relevant to your business and discover how AI can drive efficiency, boost customer satisfaction and help you stay competitive in today's rapidly evolving marketplace. Whether you're just beginning your AI journey or looking to expand your capabilities, our expert-led sessions provide the practical knowledge you need to succeed.

67%

SME AI Adoption

Small business owners currently using AI tools

91%

Revenue Growth

SMBs report increased revenue after AI implementation

90

Minutes Per Session

Comprehensive yet time-efficient training

Why Attend the AI Focus Series?



Practical Training for SMEs

Learn the fundamentals of AI without jargon. We focus on the tools and strategies that small teams can deploy quickly, with minimal technical expertise required.



Industry-Specific Insights

Each module is tailored to a different sector — choose the sessions that match your business context and challenges.



Expert Guidance

Our facilitators combine deep AI knowledge with hands-on business experience, ensuring relevant and actionable advice.



Immediate ROI

Studies show that AI adoption leads to better decision-making, new capabilities and measurable business growth.

Our approach is designed specifically for the realities of running a small or medium-sized business. We understand that you don't have unlimited budgets or large IT teams. That's why every session focuses on accessible, affordable AI solutions that deliver real results. You'll leave each webinar with practical tools, templates and strategies you can implement immediately — no complex infrastructure or extensive training required.

The AI Focus Series isn't about theory or academic concepts. It's about **practical application**, proven results and competitive advantage. Join hundreds of UK business leaders who are already transforming their operations through intelligent automation and data-driven decision-making.

AI for Retail & E-Commerce

In today's competitive retail landscape, personalisation and efficiency are paramount. Discover how recommendation engines, dynamic pricing and virtual try-ons can transform shopping experiences, increase conversion rates and optimise inventory management. This session reveals the AI tools that help both brick-and-mortar and online retailers compete with larger competitors.

What You'll Learn

- Implementing recommendation engines to boost average order value
- Using dynamic pricing algorithms to maximise margins
- Deploying chatbots for 24/7 customer service
- Forecasting demand with machine learning models
- Optimising inventory levels to reduce waste
- Streamlining supply chain operations with predictive analytics

Learn how small retailers are leveraging the same technologies as Amazon and major chains — without the massive investment. Our expert facilitators will demonstrate affordable AI platforms designed specifically for SMEs, complete with case studies from UK businesses that have successfully implemented these solutions. You'll see exactly how to select the right tools for your business size and budget, and receive templates for building your first AI-powered retail strategy.

Key Benefits

Retailers using AI report up to 30% improvements in conversion rates and significant reductions in stockouts and overstock situations.

Perfect for: Shop owners, e-commerce managers, retail directors and merchandising professionals.

AI for Finance & Insurance

Fraud Detection & Risk Assessment

Leverage machine learning to identify suspicious transactions and assess risk with unprecedented accuracy, protecting your business and clients.

Personalised Financial Advice

Use AI-powered tools to deliver customised recommendations at scale, improving client satisfaction whilst reducing advisory costs.

Compliance & Security

Discover how natural language processing and automated monitoring ensure regulatory compliance whilst maintaining data security.

The financial services sector faces unique challenges around regulation, security and client trust. This session explores how AI tools specifically designed for finance and insurance can enhance client service, improve risk management and ensure compliance — all whilst reducing operational costs. You'll learn about accessible platforms that automate routine tasks like document processing, claims assessment and customer verification.

Our facilitators will demonstrate real-world applications from UK financial firms, showing how AI has transformed everything from mortgage processing to insurance underwriting. Understand the ethical considerations and regulatory requirements specific to financial AI, and leave with a clear roadmap for implementing these technologies in your own organisation. Whether you're an independent financial adviser, accountant, insurance broker or fintech startup, this session provides the practical knowledge you need to harness AI responsibly and effectively.

Sector-Specific Sessions

1

AI for Manufacturing & Logistics

Harness AI to predict equipment failures before they happen, reduce downtime and optimise supply chains. See how small manufacturers use AI for quality control, demand forecasting and efficient routing.

- Predictive maintenance to prevent costly breakdowns
- Quality control through computer vision
- Route optimisation and fleet management
- Demand forecasting for production planning

2

AI for HR & Professional Services

Transform recruiting, onboarding and employee engagement with AI. Learn how to use AI to screen candidates, forecast staffing needs and monitor sentiment to improve productivity and retention.

- Automated CV screening and candidate matching
- Predictive analytics for workforce planning
- Sentiment analysis for employee engagement
- Personalised learning and development programmes

3

AI for Healthcare & Life Sciences

Understand the ways AI is improving diagnostics, patient management and research. From imaging analysis to predictive tools for patient risk, discover how AI can enhance care and operational efficiency.

- Medical imaging analysis and diagnostic support
- Patient risk prediction and early intervention
- Appointment scheduling and resource allocation
- Clinical documentation and administrative automation

Pricing & Registration

£149

Per Live Webinar Session

Attend only the sessions relevant to your industry, or bundle multiple sessions for even greater value. Each 90-minute webinar includes live instruction, interactive demonstrations, Q&A time and downloadable resources.

Multi-Session Discounts Available

- Book 2 sessions: Save 10%
- Book 3+ sessions: Save 15%
- Full series (5 sessions): Save 20%



What's Included

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90-Minute Live Interactive Session

Combining expert presentation, real-world demonstrations and dedicated Q&A time with our facilitators.

☐

Recorded Access

All registered participants receive access to the session recording for 30 days after the live event.

☐

Actionable Resources

Downloadable checklists, templates and implementation guides you can apply immediately in your business.

☐

Certificate of Completion

Receive professional certification documenting your AI training for CPD requirements.

Who Should Attend?

Business Owners

Small and medium-sized business owners seeking competitive advantage through AI adoption

Decision Makers

Anyone seeking practical, ethical and responsible AI knowledge to inform strategic decisions



Department Heads

Managers and directors responsible for operations, marketing, finance or HR functions

Industry Professionals

Professionals exploring practical AI applications specific to their field or sector

The AI Focus Series is designed for business leaders who recognise the transformative potential of artificial intelligence but need practical guidance on implementation. You don't need any technical background or prior AI experience — our sessions start with fundamentals and build towards actionable strategies.

Whether you're a solo entrepreneur looking to automate routine tasks, a growing company seeking competitive differentiation, or an established SME preparing for digital transformation, these sessions provide the sector-specific knowledge you need. Our participants range from retail shop owners to manufacturing directors, from independent financial advisers to healthcare practice managers — all united by the desire to harness AI responsibly and effectively.

What to Expect from Each Session



Interactive Format

Engaging presentation style with polls, breakout discussions and real-time demonstrations keeping you actively involved.

Immediate Takeaways

Every session concludes with actionable resources you can implement the very next day in your business.

Flexible Participation

Register for one session or several, depending on your needs and interests. Mix and match sectors as relevant.

Our interactive format ensures you're not just passively listening — you're actively learning, questioning and preparing for implementation. Each session balances theoretical understanding with practical application, ensuring you leave with both knowledge and confidence. The small group size (limited to ensure quality interaction) means you'll have direct access to our expert facilitators and opportunities to network with other SME leaders facing similar challenges.

Register Today

Seats are limited to ensure an interactive, high-quality experience for all participants. Don't miss this opportunity to equip yourself and your team with the tools to thrive in the AI era.

Ready to transform your business with AI?

Visit our website or contact us directly to reserve your spot. Our team is available to answer questions, discuss multi-session packages, and help you select the sessions most relevant to your business needs.

Register Now

"AI Focus Series — Bringing the power of AI to small and medium-sized businesses, one sector at a time."

Join the growing community of UK SME leaders who are leveraging artificial intelligence to drive growth, improve efficiency and stay competitive. The future of business is intelligent, adaptive and data-driven — and it starts with the right knowledge and guidance. We look forward to welcoming you to the AI Focus Series.



Contact Information

Email: support@tcwaccounts.co.uk

Website: www.tcwaccounts.co.uk

Response time: Within 24 hours

Group bookings and bespoke in-house training also available. Contact us for details.