



**Grassroots
Intelligence**
Growing together

AI THAT PUTS PEOPLE FIRST

AI Masterclasses

Hands-on AI workshops for your team

Half-day and full-day workshops, online or in your workplace, built around your team's own work.

The future of work is changing fast. Grow your team's confidence with it.

Designed by Dr Joe Watkins, a nationally recognised expert in AI skills and a member of Skills England's Expert Network.

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Half-day or full day

Up to 15 or 20 participants, headcount included

Online or in person

Each participant works on their own tasks

From £1,200

Flat fee per session, ex VAT

"Amazing training which dispelled the mystery of AI... I have already saved hours."

Ed Duffy, SEN Specialist

SERVICE 1

AI Masterclasses

Hands-on workshops, in your workplace or online

HALF-DAY · UP TO 15

Focused: one priority area

- Context-setting, then live demonstration on representative tasks
- Guided practice on participants' own work
- A starter prompt pack to keep
- A one-page team action plan

Outcomes: a clear view of where AI adds value and where it does not, three to five reusable prompts for real tasks, and safe-use fundamentals.

FULL-DAY · UP TO 20

Broad: whole-team capability

- Morning: AI Foundations and Prompt Craft
- Afternoon: two applied modules matched to your functions
- A prompt-library workshop
- A team action plan with 30-day priorities

Outcomes: a shared prompt library under way, applied results in two business areas, and an agreed plan for adoption.

CHOOSE YOUR THEME

AI Foundations: safe and effective use

Prompt Craft: getting reliable output

AI for Sales & Proposals

AI for Customer Communications

AI for Operations & Reporting

Leadership with AI

HOW A MASTERCLASS RUNS

1 Scope

A scoping meeting with your leadership team agrees objectives, priority tasks and any sector or data constraints. Every session is built from this; none are delivered off the shelf.

2 Deliver

Live demonstrations on real tasks, followed by guided practice on participants' own work. Safe use and data protection are built in throughout, not added at the end.

3 Embed

Participants leave with reusable prompts, resources and an action plan. The on-demand training video and follow-up clinics support adoption after the session.

What you'll need: Masterclasses are hands-on, so each participant needs a laptop or tablet with access to an AI tool agreed at scoping. It's worth checking with your IT team, as some organisations restrict AI tools. Looking for a presentation for a larger audience instead? See our Conferences & Events brochure.

Every booking includes the live session, a service-level agreement, an on-demand training video, slides and resources, and a starter prompt pack. Tailored and Complete levels add prompts built around your tasks, follow-up support and, at Complete, an AI-policy starter.

SERVICE 1

AI Masterclasses

Levels & pricing

Level	Half-day (up to 15)		Full day (up to 20)		What the level includes
	Online	In person	Online	In person	
Core	£1,200	£1,750	£1,950	£2,500	The core workshop, with a service-level agreement, an on-demand training video, a starter prompt pack, and the slides and resources to keep.
Tailored RECOMMENDED	£1,750	£2,300	£2,950	£3,500	Everything in Core, plus prompts built around your team's real tasks and a follow-up email clinic. On the full day, both afternoon modules are tailored to your functions.
Complete	£2,750	£3,300	£4,500	£5,050	Everything in Tailored, plus a 60-minute live follow-up clinic and an AI-policy starter. The full day also includes a 30-day action-plan review.
Open Online	£99/seat	–	£179/seat	–	Scheduled public online sessions for sole traders, micro-businesses and individuals. Minimum numbers apply per date.

All prices exclude VAT. Prices are a flat fee per session with headcount included (half-day up to 15, full day up to 20); there are no per-delegate charges. Available UK-wide.

Transparent, fixed pricing. One flat fee per session covers up to 15 (half-day) or 20 (full day) participants, with materials and follow-up resources included. A full day for 20 at Core level works out at under £100 per participant online, or £125 in person.

A clear route to scale. If you move on to the AI at Work programme within 60 days of your masterclass, the full masterclass fee is credited against it.

OPTIONAL EXTRAS FOR MASTERCLASSES

Extra applied module	£550	Extra half-day (same visit)	£950	Tailored prompt library	£1,200
AI policy & governance starter	£1,500	Train-the-trainer session	£1,200	Session recording & highlights	£450
Follow-up clinics	see AI at Work				

Ongoing follow-up clinics are part of the AI at Work programme (see our AI at Work Programme brochure). Book it within 60 days of your masterclass and the masterclass fee is credited in full.

“Excellent support and training... helped us shape key policies and embrace AI responsibly, with safety at the forefront.”

Claire Fowler, CEO, Oasis Domestic Abuse Service

“Amazing training which dispelled the mystery of AI but, more importantly, has helped me to schedule time to learn how to implement it. I have already saved hours.”

Ed Duffy, SEN Specialist