# Practical AI Masterclass for Busy Professionals with Andy Pemberton



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An online masterclass titled "AI for Busy Professionals," hosted by award-winning journalist and content creator Andy Pemberton, will be held on Monday, June 24, 2024, from 10am to 4pm. The event aims to equip professionals with practical tools and knowledge to leverage generative AI effectively in their roles.

Participants will engage in hands-on exercises to enhance their use of AI for tasks such as brainstorming, content creation, SEO, grammar, and spelling. The focus will be on maintaining authenticity while utilizing AI to save time and resources.

Andy Pemberton, with extensive experience at publications like Q magazine, Blender, and Spin, will lead the workshop. He is currently a director at Furthr and has contributed to notable outlets like the New York Times and GQ.

The masterclass will take place online, with a catch-up recording available for two weeks post-session. The fee is £299 plus a £4.50 booking fee, waived for newsletter subscribers. Attendees from outside the UK can use a time zone converter to check local streaming times.

For more details and to register, participants are directed to use provided contact information and links. This session is part of Masterclasses from the Evening Standard, facilitated by MDMB Creative. The organizers stress that purchases are non-refundable, as per their terms and conditions.