



Manabu.

AI CAPABILITY PROGRAMMES

HANDS-ON MASTERCLASS • AMSTERDAM • IN PERSON

AI for Marketers

From Prompts to Agents

A hands-on masterclass for marketing leaders and their teams. You will build, in the room, on your own campaigns and workflows.

IN THE ROOM

Five generative
AI builds

IN THE ROOM

A marketing
agent lab

YOU LEAVE WITH

A 90-day
roadmap

The gap is no longer access to the technology.

It is knowing how to direct it.

FACILITATED BY

Hareesh Tibrewala

Founder & CEO, Manabu • Certified Independent Director

DURATION

3.5 hours

DATE & TIME

Tue, 3 Nov 2026

13:30 - 17:00 CET

VENUE

Element by Marriott

Arent Janszoon Ernststraat 577, Amsterdam

FORMAT

In person

Laptop required • 20 seats



Why This. Why Now.

The tools got dramatically better. The practice didn't.

Most marketing teams still use generative AI as a faster copywriter. The gap is no longer access to the technology — it is knowing how to direct it. And the unit of work is shifting: generative AI made assets cheap to produce, agentic AI makes whole workflows cheap to run. Meanwhile the regulatory floor has moved, with transparency obligations now applying to AI interactions and synthetic content. Your job moves from making the asset to briefing the system that makes it.

70%

of CMOs call becoming an AI leader a critical goal for this year

30%

report mature or fully developed AI readiness

24%

of all marketing activity is actually AI-powered today

56%

is where marketing leaders expect that to be within three years

Sources: Gartner 2026 CMO Spend Survey (401 marketing leaders); The CMO Survey, Duke Fuqua / Deloitte / AMA, February 2026 (308 marketing leaders).

What This Programme Is — and Is Not

IT IS

A working session — you build five things before the first break

Marketing-specific throughout — briefs, personas, asset production, performance data, lifecycle

Serious about agentic AI — architecture, tool access, human checkpoints, failure modes

Under 40% of the time is teaching — the rest is you working

A roadmap you draft yourself, before you leave the room

IT IS NOT

A ChatGPT tips-and-tricks session

A vendor demo or tool shoot-out. No platform is being sold to you

A coding class. No technical background is assumed or required

A lecture

A data science certification

No technical background required. You will not write code. Bring a laptop and access to any AI tool — ChatGPT, Claude, Copilot or similar.

Who Should Attend

- Marketing and brand managers
- Performance and growth marketers
- Content, social and community leads
- CRM, lifecycle and marketing operations
- Agency strategy and account leads
- Heads of marketing in scale-ups

Cross-sector. Bring a laptop — every module is worked, not watched.

What You Will Be Able to Do

- Pull sharper customer insight from surveys, reviews and social listening
- Design personalised, segment-specific campaigns and cohort messaging
- Automate routine marketing analytics and executive reporting
- Sharpen go-to-market planning, channel mix and pricing — faster
- Use AI for competitive intelligence and market research
- Move analytics from descriptive to predictive to prescriptive



The Programme

3.5 HOURS • 13:30 - 17:00 CET • LAPTOP REQUIRED

13:30 - 13:40

Opening

- A live poll of the room — what people are using today, and on whose account
- The three assumptions about AI that marketing teams most often get wrong

13:40 - 14:05

MODULE 1

What AI Actually Is

- How AI models actually work
- Predictive, generative and agentic AI — the real distinctions
- Where hallucination comes from, and why context beats cleverness
- What AI is still genuinely bad at, stated plainly

14:05 - 14:30

MODULE 2

Prompting and Generative AI in Marketing

- Prompt architecture
- Real marketing use cases
- Understanding RAG — grounding AI in your own documents

14:30 - 15:05

MODULE 3

Hands-on: Generative AI Builds

Group exercise. Each group takes a real marketing problem, builds a working solution, reads it out to the room, and takes feedback. Every build gets debriefed.

GROUP EXERCISE

15:05 - 15:20

NETWORKING BREAK

15:20 - 15:40

MODULE 4

The Marketing AI Toolscape

- Generic and specialised AI tools, and how each is actually used
- Research and insight, creative, video and audio, copy, SEO, media buying, CRM and personalisation, analytics, and agent builders
- Which tools replace a line in your budget, and which quietly add one

15:40 - 16:05

MODULE 5

Agentic AI

- What makes a system agentic — goals, tools, memory, autonomy
- The anatomy of a marketing agent, drawn end to end
- Where agents are genuinely outperforming people in marketing today
- Why marketing agents fail, and the guardrail for each

16:05 - 16:35

MODULE 6

Hands-on: Design a Marketing Agent

Group exercise. Using the Marketing Agent Blueprint, each group designs an agent against a problem it owns, presents it to the room, and stress-tests it together.

GROUP EXERCISE

16:35 - 17:00

MODULE 7

The Marketing AI Roadmap

- Assist → Automate → Delegate, and where your team honestly sits
- Scoring use cases on value, feasibility and brand risk
- Guardrails: brand, factual accuracy, AI Act disclosure, IP and ownership
- The challenges nobody puts in the business case



Your Takeaway Toolkit

Every participant leaves with seven working artefacts — not notes:

- 1 The Marketing Prompt Library** — ready to use across campaign, content and lifecycle work
- 2 The Prompt Architecture Card** — a repeatable structure for marketing prompts
- 3 The Marketing AI Tool Map** — what each category of tool is actually for
- 4 The Marketing Agent Blueprint** — for scoping an agentic workflow end to end
- 5 The Marketing AI Use-Case Map** — value, feasibility and brand risk
- 6 Your Draft 90-Day Roadmap** — sequenced, and written by you in the room
- 7 The Guardrails Checklist** — brand, accuracy, AI Act disclosure, IP and ownership

Your Facilitator



Hareesh Tibrewala

FOUNDER & CEO, MANABU · CERTIFIED INDEPENDENT DIRECTOR

Hareesh has spent over three decades building technology businesses. He founded India's first ecommerce portal in 1999. He later co-founded Mirum (formerly Social Wavelength), one of India's largest digital agencies, which was acquired by WPP in 2023.

As a Certified Independent Director, he serves on multiple corporate boards and chairs Audit, CSR and Digital Risk Management committees. He is also Non-Executive Chairperson of MeruLife, a mentor with Stanford Seed, and a Lead Partner at Social Venture Partners.

Through Manabu, he works at the intersection of leadership, learning and artificial intelligence, and has led AI masterclasses for boards, leadership teams and industry bodies in India and internationally. An engineering graduate from VJTI Mumbai, with a Master of Science from the University of Southern California and executive education from Harvard Business School.

Registration

PARTICIPATION FEE

Per participant

€250

Includes refreshments and the complete course material — the full takeaway toolkit and a certificate of participation.

Batch size limited to 20 participants. Advance registration is mandatory and participants must carry a laptop.

In-house option: this programme can be run as a closed session for a single marketing team, customised to your systems and policies. Details on request.

How to Register

Online	manabulabs.com/ai-augmented-marketing-netherlands/
By email	Send your name, mobile number, email ID and organisation to enquire@manabulabs.com
Venue	Element by Marriott Amsterdam, Arent Janszoon Ernststraat 577, 1082 LD Amsterdam
Parking	First 90 minutes free parking. Thereafter €2.50 per hour. EV charging available.

Your marketing team is already using AI. Just not on purpose.
Come in curious. Leave with a roadmap you can govern.