

# BEN FRANKLIN LEARNING CENTER OFFERS FREE TWO-PART WEBINAR ON GENERATIVE AI ADOPTION

The Ben Franklin Learning Center (BFLC) is thrilled to announce its Fall 2023 Sessions, a power-packed lineup of subject matter experts and knowledge-enhancing sessions designed to provide valuable insights and a roadmap for success in today's competitive business landscape. Aimed at small businesses, entrepreneurs, and startups, the sessions dive into essential topics such as marketing, generative AI, investor relations, and funding opportunities to help your small business thrive.

In October, the BFLC will present a two-part session titled "The Executive Guide to Generative AI Adoption." Small business leaders will gain the knowledge and confidence to explore the transformative potential of Generative AI and its applications within their business operations.

## The Executive Guide to Generative AI Adoption — Two Part Webinar Sessions

Small Business Leaders Learn How to Explore Generative AI's Transformative Potential to Solve Business Problems

- **Part I: Thursday, October 5, 2023;** Time: 10:00-11:30 AM <https://bfcnp.org/GuideGenAIpt1>
- **Part II: Thursday, October 19, 2023;** Time: 10:00-11:30 AM <https://bfcnp.org/GuideGenAIpt2>

"We are excited to present these thought-provoking sessions, introducing new topics like the Generative AI adoption that will demonstrate how this new tech can help small business solve business problems more efficiently," said Cathy von Birgelen, Director at the Ben Franklin Learning Center. "Our goal is to support entrepreneurs, small business owners, and startups with the knowledge and tools they need to grow and compete."

All sessions are Free for Members and Free to Join. Attendees can register for these sessions on the Ben Franklin Learning Center's website: [www.benfranklinlearningcenter.org](http://www.benfranklinlearningcenter.org).

## About Ben Franklin Learning Center

The Ben Franklin Learning Center is dedicated to empowering entrepreneurs, small business leaders, and startups with the knowledge, skills, and resources needed to thrive in the ever-evolving business world. Through targeted programs, workshops, and events, the center fosters innovation and growth within our business community.

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