

Michigan Small Business Development Center offers webinar on artificial intelligence for small businesses

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Small business owners and the general public are invited to a free one-hour webinar hosted by the Michigan Small Business Development Center on Tuesday, February 20 at noon to discuss “Artificial Intelligence for Small Business.” This webinar aims to demystify AI, separating fact from fiction, and explore its potential practical applications.

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Artificial intelligence for small businesses

Integrating artificial intelligence (AI) into business operations can seem intimidating to small business owners. However, a **webinar** recent event hosted by the Michigan Small Business Development Center sought to shed light on this complex topic. Experts discussed how AI can improve efficiency and productivity, while generating qualified leads more efficiently.

Practical applications of AI

A live demo, specifically designed for small businesses, showed how to integrate AI into daily operations. The example of SPACE, Inc., which uses AI to efficiently generate qualified leads, perfectly illustrates the potential of this technology.

Tips for Adopting AI

Jim McLain of the Michigan SBDC noted that AI is an ever-evolving field, providing new opportunities for companies willing to experiment. He offered practical advice for integrating AI into small businesses, suggesting that even non-experts can benefit from this advanced technology.

For more information and to register for the webinar, visit [this link](#). The Michigan SBDC, hosted by Grand Valley State University's Seidman College of Business, provides no-cost assistance to new and existing businesses in all 83 Michigan counties.

To discover [Using AI to Improve Marketing Attribution: How to Accurately Measure the Impact of Your Marketing Campaigns](#)



Conclusion

Small business adoption of artificial intelligence is not just a possibility; it's a path to increased efficiency and productivity. By demystifying AI and exploring its practical applications, small businesses can position themselves at the forefront of technological innovation.

Credits

Sources used for this article:

- [Michigan Small Business Development Center offering webinar on artificial intelligence for small businesses – C&G Newspapers](#)
- [Webinar on Artificial Intelligence and Small Business](#)

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Virginie Majaux

“Virginie Mazaux” is a fictional character created by the Yourtopia.fr team, symbolizing a blog and social network enthusiast born in 1992 in Bordeaux. This character, imagined to represent a connected and creative generation, was designed to explore and write about various passions in the digital world. Although “Virginia” is not a real person, articles published under this name reflect the collaborative work of our editorial team, who share a common interest in communication, digital innovation and social trends. “Virginie”, as a creation of Yourtopia.fr, brings a unique and engaging perspective on the latest developments in the field of social media and blogging, illustrating the journey of a fictional blogger from her beginnings to the creation of his own blog and his collaboration with Yourtopia.fr.

