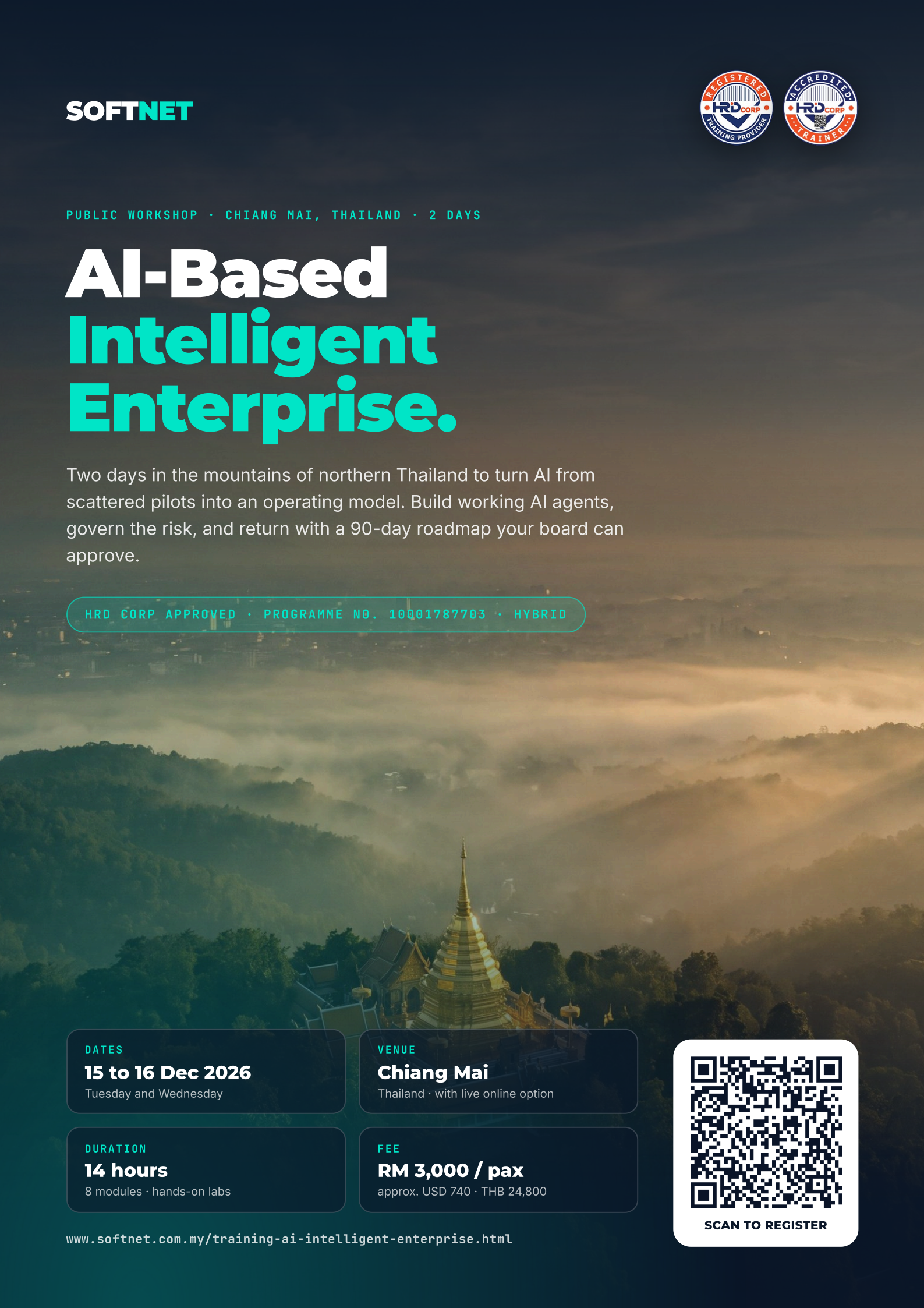
SOFTNET

PUBLIC WORKSHOP · CHIANG MAI, THAILAND · 2 DAYS

AI-Based Intelligent Enterprise.

Two days in the mountains of northern Thailand to turn AI from scattered pilots into an operating model. Build working AI agents, govern the risk, and return with a 90-day roadmap your board can approve.

HRD CORP APPROVED · PROGRAMME NO. 10001787703 · HYBRID



DATES
15 to 16 Dec 2026
Tuesday and Wednesday

VENUE
Chiang Mai
Thailand · with live online option

DURATION
14 hours
8 modules · hands-on labs

FEE
RM 3,000 / pax
approx. USD 740 · THB 24,800

SCAN TO REGISTER

www.softnet.com.my/training-ai-intelligent-enterprise.html



THE PROGRAMME

Not a lecture. A working session.

Most companies are using AI. Few are run by it. This intensive workshop combines technology and governance depth with go-to-market and people leadership. Participants work on their own organisation's processes throughout, so every module ends with an asset they can use on Monday.

Day 1 · Blueprint: strategy, value and customers

15 DEC · 420 MIN

01	**The Intelligent Enterprise: Foundations and Maturity** Automation to autonomy, five-level maturity model, regional case studies · Hamdan Akram	120 MIN
02	**AI Opportunity Mapping and Business Case** Score your processes on impact, effort and risk; build a one-page ROI case · Hamdan Akram	120 MIN
03	**AI-Driven Customer Intelligence and Marketing** Insight, predictive segmentation, personalised content, measuring AI · Siti Suhaila	105 MIN
04	**Generative AI Productivity and Prompt Engineering** Prompt patterns, grounding, verification, team prompt library · Both trainers	75 MIN

Day 2 · Build, govern and scale

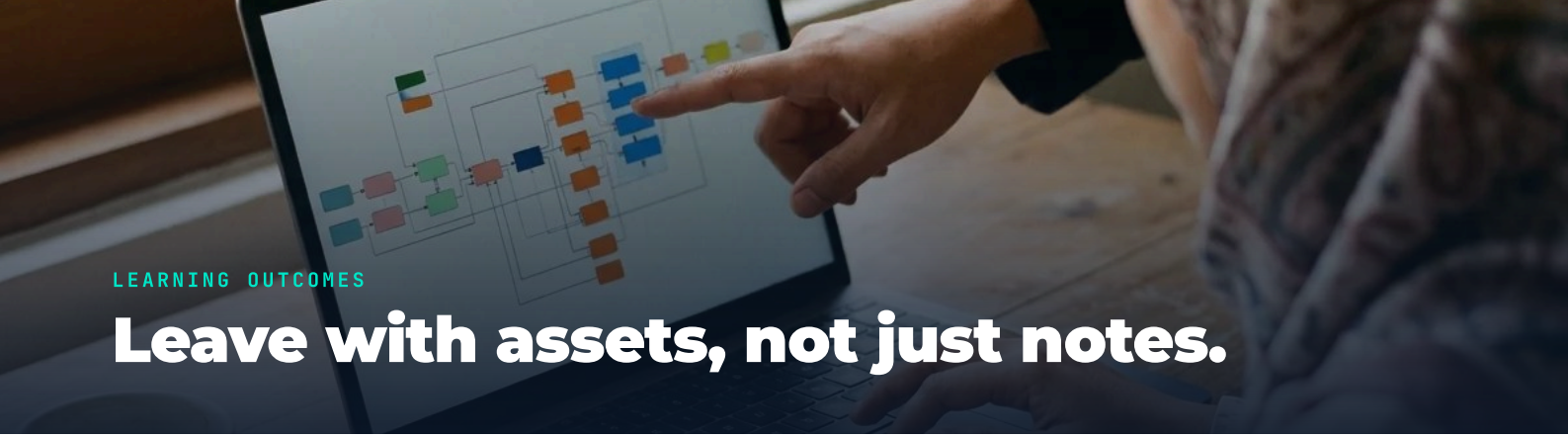
16 DEC · 420 MIN

05	**Agentic AI and Workflow Automation Lab** Build a working no-code AI agent on your own workflow, with human approval checkpoints · Hamdan Akram	120 MIN
06	**Data, Security and Responsible AI Governance** Shadow AI, prompt injection, ISO/IEC 42001 and 27001, Malaysia and Thailand PDPA · Hamdan Akram	120 MIN
07	**Leading the AI Transformation: People, Change and ROI** Change management, AI champions, KPIs that prove return · Siti Suhaila	75 MIN
08	**Capstone: 90-Day AI Transformation Roadmap** Assemble, present and get feedback on a board-ready roadmap · Both trainers	105 MIN

TRAINING METHODOLOGY



Lecture 29% · Demonstration 10% · Hands-on labs 31% · Group work and cases 26% · Assessment 5%



LEARNING OUTCOMES

Leave with assets, not just notes.

- L01 **Evaluate** your AI maturity against a five-level Intelligent Enterprise model.
- L02 **Prioritise** AI use cases and build a one-page business case with ROI.
- L03 **Design** AI-enabled customer journeys with clear KPIs.
- L04 **Apply** structured prompt engineering and a team prompt library.
- L05 **Build** a working no-code AI agent with human checkpoints.
- L06 **Assess** AI risks: data leakage, prompt injection, bias, shadow AI.
- L07 **Draft** an AI policy and risk register aligned to ISO/IEC 42001.
- L08 **Formulate** a 90-day AI roadmap with owners, KPIs and budget.

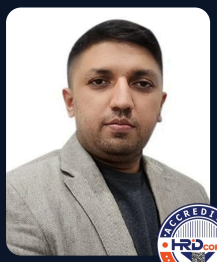
Use-case portfolio
Your processes scored and ranked for management.

A working AI agent
Built in the lab on a workflow from your business.

Governance kit
AI policy, risk register and vendor checklist.

90-day roadmap
Reviewed by both trainers, ready to present.

YOUR TRAINERS · TWO HRD CORP ACCREDITED TRAINERS



Hamdan Akram

FOUNDER AND CEO, SOFTNET · HRD CORP ACCREDITED TRAINER

Founded SOFTNET in 2002 and has led technology programmes across the UAE, USA, Pakistan and Malaysia. Builds AI automations and agentic systems for enterprises; CRISC, CISA, Certified Ethical Hacker, PMP.



Siti Suhaila Abd Hamid

INTEGRATED MARKETING STRATEGIST · HRD CORP ACCREDITED TRAINER

Twenty years in FMCG marketing with Cadbury Malaysia and Unilever across Malaysia, Singapore and the Philippines. Brings the customer, brand and people side of AI adoption.

WHO SHOULD ATTEND

Business owners and C-suite · Heads of operations, IT and digital · Marketing, sales and customer leaders · HR, risk and compliance managers. No technical background needed; bring a laptop and one or two real processes to work on.

PROGRAMME AT A GLANCE

SCHEME HRD Corp Claimable Courses · No. 10001787703	DELIVERY Hybrid · in person or live online	DURATION 2 days · 14 training hours
LANGUAGE English	CLASS SIZE Maximum 30 participants	CERTIFICATE On 100% attendance and 80% post-test

ASSESSMENT: PRE AND POST TEST · LAB SIGN-OFF · CAPSTONE RUBRIC

CERTIFICATE OF COMPLETION





HRD CORP APPROVED · PROGRAMME NO. 10001787703

Two days in Chiang Mai.
A year's head start on AI.

01
Register
Individually, or upload your employee list for a group.

02
Get your quotation
Generated instantly online with your reference number.

03
Apply in eTRiS
Submit your HRD Corp grant application with our documents.

04
Attend and claim
We provide attendance, assessments and certificates.

14-day prior approval: to claim through HRD Corp, your grant must be approved at least 14 days before the course, by **1 December 2026**. Claims cannot be made retrospectively, so register early.

SCAN TO REGISTER

COURSE FEE

RM 3,000 per participant

approx. USD 740 · THB 24,800 · invoiced in MYR · maximum 30 seats

- ✓ Two full days with both trainers, in person or live online
- ✓ Workshop materials and template toolkit
- ✓ Lunch and tea breaks on both days (in person)
- ✓ Assessment and SOFTNET certificate of completion

REGISTER ONLINE
www.softnet.com.my/training-ai-intelligent-enterprise.html

WHATSAPP
+60 12 541 2124

EMAIL
mail@softnet.com.my

Can't travel? Join live online. Every session is streamed to a virtual classroom, with the same labs, breakout group work, assessments and certificate. Ideal for teams who want some members in Chiang Mai and some at their desks.