Empowering Educators with AI: Practical Applications in Teaching and Learning

Training location: Katowice, Poland

Language used for the training: English.

Target group: pre-school teachers, primary teachers, secondary teachers, special school teachers, adult education providers, head teachers, deputy heads, future head teachers, trainers, councilors, librarians, researchers, NGO workers, volunteers serving in the education sector.

Description:

In today's fast-changing educational and professional environment, Artificial Intelligence (AI) is a powerful driver of innovation, offering transformative opportunities to enhance teaching, learning, communication, and administration. This training programme equips educators, trainers, and school leaders with practical skills to integrate AI effectively into their daily work — in the classroom, in project management, and even in marketing and outreach.

Participants will explore a wide range of AI tools for creating engaging multimedia content, automating routine tasks, designing personalised learning experiences, and developing interdisciplinary projects. The programme combines education-focused applications with insights into how AI can support communication strategies and business-oriented initiatives, giving participants a broader perspective on its potential.

The course emphasises hands-on practice, allowing participants to work directly with tools such as ChatGPT, Canva AI, Heygen, Magic School, Gamma, and others. Through guided workshops, they will transform text into impactful visuals and videos, design adaptive learning paths, and collaborate on cross-curricular projects that connect multiple subject areas.

Ethics and responsibility are integral to the programme — participants will engage with real-life case studies on bias, data privacy, and intellectual property, developing strategies for transparent and inclusive AI use.

By the end of the week, participants will leave with a personal AI implementation roadmap, ready-to-use educational and promotional materials, and the confidence to innovate in their own contexts. They will be prepared to transform their classrooms and organisations into dynamic, future-ready environments that respond to diverse needs and inspire creativity, problem-solving, and collaboration.

Course objectives:

- **Understand the Fundamentals of AI in Education and Beyond**

Gain a solid understanding of Artificial Intelligence (AI), Machine Learning (ML), and Natural Language Processing (NLP), their differences, and their practical applications in both education and professional contexts.

- **Master AI Tools for Multimedia and Content Creation**

Learn to use AI-powered tools such as ChatGPT, Canva AI, Heygen, Gamma, and Magic School to create engaging graphics, videos, presentations, and interactive resources that enhance learning and communication.

- **Design Personalised and Adaptive Learning Experiences**

Explore AI-driven strategies to assess learner needs, create customised lesson plans, and develop adaptive learning paths that respond to individual progress and diverse learning styles.

- **Develop Cross-Curricular and Interdisciplinary Projects**

Integrate AI into STEM, humanities, and arts by designing projects that connect multiple subject areas and promote collaboration, creativity, and critical thinking.

- **Apply AI in Marketing and Communication**

Use AI to create targeted marketing campaigns, promotional materials, and social media content that can be applied in educational promotion, project dissemination, and professional branding.

- **Streamline Administrative and Repetitive Tasks**

Discover how AI can simplify lesson planning, assessment, grading, and content management, freeing up time for meaningful interaction with learners.

- **Address Ethical, Legal, and Social Implications of AI**

Understand and critically analyse the ethical challenges of AI, including data privacy, bias, intellectual property, and inclusivity, and develop strategies for responsible use.

- **Create a Personal AI Implementation Roadmap**

Develop a clear, actionable plan for integrating AI into your own teaching or professional environment, ensuring long-term, sustainable impact.

- **Promote Digital Literacy and Future-Ready Skills**

Equip yourself and your learners with the skills needed to navigate and critically evaluate AI technologies, preparing for the evolving demands of the digital world.

- **Foster Lifelong Learning through AI**

Embrace AI as a tool for continuous professional growth, staying updated on emerging technologies, educational trends, and innovative practices.

Learning Outcomes:

- **Explain key AI concepts**

Clearly define Artificial Intelligence, Machine Learning, and Natural Language Processing, and describe their role and relevance in education and professional contexts.

- **Use AI tools to create multimedia content**

Produce high-quality educational graphics, videos, presentations, and interactive activities using tools such as ChatGPT, Canva AI, Heygen, Gamma, and Magic School.

- **Design personalised learning materials**

Create adaptive lesson plans and activities tailored to individual learner profiles, progress, and preferred learning styles.

- **Plan and execute cross-curricular projects**

Integrate AI into projects that connect multiple subject areas, demonstrating how technology can support interdisciplinary learning.

- **Develop AI-assisted marketing and communication materials**

Create targeted campaigns, promotional content, and social media posts using AI, applying these skills to education, events, and institutional promotion.

- **Automate administrative tasks with AI**

Implement AI solutions to streamline lesson planning, grading, assessment creation, and other repetitive tasks.

- **Address AI ethics and data privacy issues**

Analyse real-life scenarios involving AI bias, misuse, or data protection concerns and propose responsible solutions.

- **Produce a personal AI integration roadmap**

Present a detailed plan for implementing AI in participants' own teaching or professional settings, aligned with specific goals and contexts.

- **Enhance digital literacy in educational settings**

Equip learners with practical skills to critically evaluate and responsibly use AI tools in their own learning processes.

- **Continue professional growth with AI**

Identify emerging AI trends and resources, applying them to maintain and expand digital competence beyond the course.

Pre-course activities:

To ensure participants are well-prepared for the training and can make the most of the experience, the following pre-course activities are recommended:

- **Familiarize Yourself with AI Concepts**

Review short introductory materials provided by the trainer, including videos and articles explaining Artificial Intelligence (AI), Machine Learning (ML), and Natural Language Processing (NLP), with a focus on their educational and professional applications.

- **Reflect on Your Current Practices**

Identify areas in your teaching, training, or professional work where technology is already used, and consider where AI could enhance efficiency, creativity, or learner engagement.

- **Explore AI Tools**

Experiment with user-friendly AI tools such as ChatGPT, Canva, or other freely accessible platforms to gain a basic understanding of their capabilities.

- **Think About Personalisation**

Consider examples from your own work where content or tasks could be adapted to individual learner needs, as this will be a focus of the training.

- **Cultural Exchange Preparation**

Bring a traditional snack, small gift, or story from your region to share during networking activities, helping foster connections and cultural exchange within the group.

- **Set Personal Learning Goals**

Reflect on what you aim to achieve during the course and prepare a list of questions or challenges you would like to explore, ensuring the training is relevant to your needs.

Methodology:

Workshops and Collaborative Learning, Learning by Doing, From Theory to Practice, Reflective Practice, Experiential Learning, Project-Based Learning, Ethical and Contextual Discussions.

DETAILED COURSE AGENDA

Sunday	
Welcome and Networking.	
LOCATION: KATOWICE, POLAND **OVERVIEW OF THE DAY** This day is dedicated to welcoming participants, introducing them to the course structure, and creating opportunities for networking. Participants will meet the trainers, get to know each other, and learn about the logistics of the week. The aim is to build a friendly and collaborative atmosphere from the very beginning.	
Time	**Activities**
17:00-17:45	**Welcome meeting** ► Meeting and greeting. ► Ice-breaking activities to foster connections and introduce the week's goals.
Cultural welcome	
17:45-20:00	**A guided walk through the historic district of Katowice – Nikiszowiec** ► Discover one of the most iconic workers' housing estates in Poland, known for its unique red brick architecture, artistic atmosphere, and rich industrial heritage. **Alternative option (weather dependent): Visit a site on the Silesian Industrial Monuments Route** ► Explore the region's industrial history through interactive exhibits, historic machinery, and stories of Silesia's mining and steelworking past.
20:00-22:00	**Traditional Silesian dinner** ► *Enjoy a warm, welcoming meal featuring local specialties, providing an authentic taste of the region's culinary culture.*

Monday
Foundations of AI in Education and Beyond
LOCATION: KATOWICE, POLAND **OVERVIEW OF THE DAY** This day introduces participants to the fundamentals of Artificial Intelligence and its applications in both education and business. The focus is on building a shared understanding of AI concepts, exploring real-world applications, and gaining confidence in using AI tools like ChatGPT to support teaching and professional tasks.

Time	Activities
9:30–11:00	**Understanding AI: Concepts and Applications** ▸ Introduction to key terms: AI, Machine Learning, NLP. ▸ Overview of AI's role in education, administration, and business. ▸ Group discussion on challenges in participants' fields and potential AI solutions. ▸ Quick interactive quiz on AI fundamentals.
Learning outcome: *Participants gain a clear understanding of core AI concepts and recognise specific opportunities for AI integration in their professional context.*	
11:15-12:45	**First Steps with AI Tools** ▸ Introduction to the ChatGPT interface and core functionalities. ▸ Basics of prompt engineering: how to ask for the output you need. ▸ Guided practice: creating prompts for different tasks (lesson plan, email, summary). ▸ Peer feedback on prompt effectiveness.
Learning outcome: *Participants become familiar with interacting with ChatGPT and learn how to formulate prompts that produce relevant, high-quality results.*	
13:00–14:30	**From Theory to Practice: Creating AI-Enhanced Content** ▸ Generating teaching materials, quizzes, summaries, and marketing content with AI. ▸ Integrating AI-generated output into lesson plans or workflows. ▸ Sharing and reviewing each other's outputs in small groups.
Half-day cultural programme	
17:00–20:00	**Discovering Katowice – Free guided tour of Metropolis GZM** ▸ Guided walking tour showcasing the highlights of Katowice and the Metropolis GZM area. ▸ Explore the blend of modern architecture and post-industrial heritage, including iconic sites such as the Spodek Arena, NOSPR (Polish National Radio Symphony Orchestra), and the Culture Zone. ▸ Learn about the city's transformation from an industrial hub into a vibrant centre for culture, business, and innovation.

Tuesday	
AI Tools Deep Dive: From Text to Multimedia	
LOCATION: KATOWICE, POLAND **OVERVIEW OF THE DAY** This day is dedicated to exploring a range of AI tools that enable educators and professionals to create engaging multimedia content. Participants will work hands-on with applications for graphic design, video production, and interactive presentations. The aim is to develop the skills to transform text-based ideas into visually appealing, interactive learning materials that can be used immediately in their teaching or professional contexts.	
Time	**Activities**
9:30–11:00	**Visual Creation with AI** ▸ Introduction to Canva AI for creating educational graphics, posters, and infographics. ▸ Using AI-powered image generation tools to create custom visuals. ▸ Designing templates for classroom or professional use.
Learning outcome: *Participants learn how to use AI-driven graphic design tools to create professional, visually appealing educational materials tailored to their needs.*	
11:15-12:45	**Video and Presentation Tools** ▸ Creating AI-generated video content with Heygen (avatars, text-to-speech, translations). ▸ Designing interactive, visually rich presentations with Gamma. ▸ Combining video and slides for maximum engagement.
Learning outcome: *Participants gain practical skills in producing short videos and interactive presentations that enhance learner engagement and communication.*	
13:00–14:30	**Automation for Educators** ▸ Introduction to Magic School and Flippity for lesson planning, quizzes, and interactive activities. ▸ Automating repetitive content creation tasks using Notion AI. ▸ Hands-on exercise: building a mini educational toolkit.
Learning outcome: *Participants acquire the ability to automate routine tasks and create interactive learning experiences using AI-powered automation tools.*	

Wednesday	
Personalised and Adaptive Learning with AI	
LOCATION: KATOWICE, POLAND **OVERVIEW OF THE DAY** This day focuses on using AI to design personalised learning experiences and adaptive pathways for different learners. Participants will explore how AI can assess learner needs, tailor content, and support diverse educational goals. Through practical exercises, they will develop skills to create customised lesson plans and training programmes that respond to individual progress and learning styles.	
Time	**Activities**
9:30–11:00	**Personalisation Strategies with AI** ▸ Understanding the principles of personalised and adaptive learning. ▸ Exploring how AI can analyse learner profiles and adjust content. ▸ Examples of adaptive learning platforms in education and business.
Learning outcome: *Participants understand how AI personalisation works and can identify opportunities to apply it in their own teaching or training practice.*	
11:15-12:45	**Designing Adaptive Learning Paths** ▸ Using AI tools to create learning plans tailored to different levels and needs. ▸ Applying prompt engineering for custom content generation. ▸ Building adaptive assessments for ongoing progress tracking.
Learning outcome: *Participants can design adaptive learning sequences that respond to learner progress and provide targeted support.*	
13:00–14:30	**Practical Application: Customised Lesson Plan Creation** ▸ Hands-on activity: creating a fully personalised lesson plan or training module. ▸ Peer review and collaborative feedback to refine outputs. ▸ Discussion on challenges and solutions in implementation.
Learning outcome: *Participants produce a complete personalised lesson plan and know how to implement it effectively.*	

Half-day cultural programme (OPTIONAL)	
17:00–21:00	**Visit to The Historic Silver Mine (UNESCO World Heritage Site)** ▸ Travel to Tarnowskie Góry to explore the Historic Silver Mine, a UNESCO-listed site. ▸ Guided underground tour showcasing centuries-old mining tunnels, equipment, and the history of silver ore extraction in the region. ▸ Learn about the mine's cultural and economic significance in Silesian history. ▸ Optional opportunity to visit the Black Trout Adit for a unique underground boat trip.

Thursday	
Cross-Curricular Projects and AI in Marketing	
LOCATION: KATOWICE, POLAND **OVERVIEW OF THE DAY** This day focuses on two areas: creating cross-curricular projects that integrate AI across multiple subjects or disciplines, and applying AI in marketing and communication. Participants will work on interdisciplinary project ideas and learn how to use AI for promoting educational initiatives, institutions, or personal brands. The day ends with group project work, preparing presentations for the final day.	
Time	**Activities**
9:30–11:00	**Cross-Curricular AI Projects** ▸ Principles of designing projects that integrate multiple subjects or fields. ▸ Examples of AI-enhanced interdisciplinary activities in STEM, humanities, and arts. ▸ Group brainstorming of potential cross-curricular project ideas.
Learning outcome: *Participants understand how to design interdisciplinary projects that leverage AI to connect different subject areas and learning outcomes.*	
11:15-12:45	**AI in Marketing and Communication** ▸ Using AI tools to create marketing copy, social media content, and promotional materials. ▸ Generating visuals, videos, and infographics for campaigns. ▸ Case studies of AI-driven marketing in education and beyond.

Learning outcome: *Participants acquire skills to use AI for creating compelling marketing and communication materials tailored to their target audience.*	
13:00–14:30	**Group Project Work** ▸ Teams develop a cross-curricular or marketing-focused project using AI tools. ▸ Preparation of materials for final presentation. ▸ Trainer support and feedback during project development.
Learning outcome: *Participants collaborate to produce a ready-to-present project that applies AI to real-world educational or promotional contexts.*	

Friday	
Ethics, Privacy, and Responsible AI	
LOCATION: KATOWICE, POLAND **OVERVIEW OF THE DAY** The morning session is dedicated to understanding the ethical, legal, and societal implications of AI in education and professional contexts. Participants will explore issues such as data privacy, bias, intellectual property, and responsible use of AI tools. In the afternoon, an optional cultural trip to Krakow offers a chance to discover one of Poland's most historic and vibrant cities, followed by a farewell dinner.	
Time	**Activities**
8:30–10:00	**AI Ethics Lab** ▸ Introduction to ethical principles in AI use. ▸ Case studies on bias, misinformation, and data misuse. ▸ Role-play: making decisions in challenging AI-related scenarios.
Learning outcome: *Participants can identify common ethical risks in AI use, analyse real-life cases, and develop strategies for responsible and transparent AI integration.*	
Full-day cultural programme (OPTIONAL)	
11:00–18:00	**Visit to Krakow (approx. 60 km from Katowice)** ▸ Guided tour of Krakow's historic Old Town (UNESCO World Heritage Site), including the Main Market Square, Cloth Hall, and St. Mary's Basilica. ▸ Walk along the Royal Route to Wawel Castle and Cathedral.

	▸ Free time to explore the city's cafés, museums, and shops. ▸ Opportunity to learn about Krakow's cultural, artistic, and academic heritage.
19:00-21:00	**Last Dinner Together** ▸ Farewell dinner at a traditional restaurant in Krakow or Katowice (depending on group preference and logistics). ▸ A final opportunity to share experiences, exchange contacts, and celebrate the week's achievements.

Saturday	
Implementation, Certification and Networking	
LOCATION: KATOWICE, POLAND **OVERVIEW OF THE DAY** The final day is dedicated to consolidating the skills acquired during the week and planning the practical implementation of AI in participants' professional contexts. The session focuses on creating personalised action plans, followed by the certification ceremony, a group photo, and a final networking opportunity.	
Time	**Activities**
11:00–12:15	**AI Implementation Roadmap** ▸ Review of the week's key learnings and takeaways. ▸ Step-by-step guidance on creating a personal AI integration plan. ▸ Sharing and discussing plans in small groups for peer feedback.
Learning outcome: *Participants leave with a clear, actionable roadmap for applying AI tools and strategies in their own educational or professional setting.*	
Ceremonial closing	
12:30–13:30	**Visit to Krakow (approx. 60 km from Katowice)** ▸ Official awarding of course certificates. ▸ Recognition of participants' achievements.
13:30-14:00	**Group Photo and Networking** ▸ Final group photo as a memory of the course. ▸ Informal networking and farewells.

While a standard indicative daily program is in place, the course is flexible and can be personalized based on the participants' needs.

Costs:
The 560 EUR fee covers the course tuition, issuing the required Erasmus+ documents, coffee breaks, and a guided tour around Katowice and Metropolis GZM.
We offer an **optional cultural programme** in order to provide you with opportunities to explore the wonders of Upper Silesia. All the details including the destinations and the prices will be sent to the participants two months before the course starts.

VERY IMPORTANT INFORMATION!

- Each participant must have their own laptop to actively engage with the training materials and complete the practical exercises.
- To participate effectively in the training programme, access to the paid version of ChatGPT (ChatGPT Plus subscription) is essential. Each participant must have their own individual account with at least the Plus plan activated. The enhanced features available in this tier, including access to GPT-4, provide the advanced tools and resources necessary for our hands-on sessions, ensuring smooth execution of all training modules and enabling full engagement with the AI's capabilities.
- All other tools and platforms used during the course (such as Canva AI, Heygen, Gamma, Magic School, Flippity, and Notion AI) will be available free of charge for educators through their free or educational-access versions. Instructions for setting up these accounts will be provided before the course to ensure participants are ready for practical work from the very first session.