IA Generativa para Innovar en la Empresa: casos reales y herramientas para su implementación

Through case stories, advanced tools and interactive sessions, participants will gain insights into the benefits, challenges and best practices for effectively and sustainably implementing these technologies within their organizations.

10.Sep 2025

Cod. Z22-25

Mod.:
Face-to-face

Edition
2025

Activity type
Summer course

Date
10.Sep 2025

Location
Miramar Palace

Languages
Spanish

Academic Validity
10 hours

Organising Committee

Description

Generative artificial intelligence is revolutionizing the way businesses innovate and optimize their processes.

This Summer Course offers a practical and strategic perspective on how generative AI can be applied in key sectors. Through case stories, advanced tools and interactive sessions, participants will gain insights into the benefits, challenges and best practices for effectively and sustainably implementing these technologies within their organizations.

The course combines talks, discussion panel and a practical session focused on Retrieval-Augmented Generation (RAG) and Fine-Tuning techniques. Additionally, critical aspects such as data sovereignty, environmental impact and dependency on large technology providers will be discussed.

Objectives

Understand the impact of generative AI in various sectors and its role in digital transformation.

Explore case stories of its application in Basque companies and technology centers.

Identify barriers and risks in adopting generative AI, such as data sovereignty, regulation and sustainability.

Learn key concepts of RAG and Fine-Tuning, and their applicability in business environments.

Encourage innovation: Providing tools and knowledge for participants to apply these technologies in their own business contexts, fostering a continuous innovation environment.

In collaboration with

Directed by

Jon Kepa Gerrikagoitia Arrien

BRTA

Ph.D. in Computer Science. Science and Technology Manager at BRTA (Basque Research and Technology Alliance). His professional career of more than 20 years has been developed jointly in the academia and manufacturing industry fields, tightly linked to Computer and Data Science within the framework of Business Intelligence based in Internet, combining the scientific and technology vision.

Registration fees

FACE-TO-FACE	UNTIL 30-06-2025	UNTIL 10-09-2025
joung fee	25,00 EUR	34,00 EUR
General	-	48,00 EUR
Reduced fee regular	-	41,00 EUR
Registration exemptions	-	34,00 EUR

Place

Miramar Palace

Pº de Miraconcha nº 48. Donostia / San Sebastián

Gipuzkoa