

# Automating your business with AI: AI agents and smart automation with Power Automate, Make.com and Zapier

Course code: AI\_ATM\_VK

Automating your company using AI: AI agents and smart automation A six-hour course focused on the effective deployment of AI agents (text and video) and the automation of company processes using tools such as Power Automate, Make.com and Zapier. Participants will master the creation of their own AI assistants, automation flows and the connection of these technologies into a real company workflow. It includes practical demonstrations, exercises and the design of automated solutions for marketing, support, HR or business. The course is ideal for companies that want to make their processes more efficient and make the most of the potential of AI.

## What we will teach you

Participants will learn to create and deploy AI agents (text and video) and help tools such as Power Automate, Make.com and Zapier automate routine activities and will connect AI to its company processes.

## Course outline

### Introduction to the world of AI agents and automation

- What are AI agents and how do they work
- Practical scenarios of using agents in companies (marketing, support, HR, shop)
- What is automation and why start with it right now

### Text AI agents – ChatGPT, Custom GPTs

- Explanation: what is "Custom GPT" and how to create your own text one assistant
- Entering roles, setting the tone of communication, security limits
- Deployment in a real environment (e.g. customer chatbot, HR consultant, merchant)

**Practical part:** Participants will create their own text AI agent for the selected company scenario

### Video AI agents – HeyGen, D-ID, ElevenLabs

- Creating talking AI avatars: choice of appearance, language, voice
- Use for onboarding, internal training, product presentations, FAQ videos
- Integration into the web, e-mail or company system

**Practical part:** Participants create their own short video with AI agent

### Introduction to automation with Power Automate, Make.com and Zapier

- Comparison of tools, benefits and ideal use
- Basics of creation automation scenarios: triggers, actions, conditions
- Samples of simple automations: data forwarding, notifications, reports

**Practical part:** Participants will create their own simple automation flow

### Connecting AI agents with automation

- How to connect the AI assistant with company applications (e.g. Teams, email, Google Sheets)
- Examples: chatbot that forwards data to CRM, video agent sending personalized answers
- Creation of multi-channel automation (AI > CRM > notifications)

**Practical part:** design of an automated AI solution according to your own workflow

Recommended scenarios for deploying AI and automation in different departments

Discussion: what to watch out for, what works, what has been proven

Tools that we recommend for practice + minikit of prompts and scenarios

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