

A close-up photograph of a brown leather bag hanging against a brick wall. The bag is made of smooth, light brown leather and has a flap with a silver-colored metal fastener. The background is a textured brick wall with warm, golden-brown tones. The lighting is soft, creating subtle shadows and highlights on the leather and bricks.

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# Lagos Leather Fair

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In this workshop, we'll explore how the leather industry in Nigeria can harness the power of AI.



# Creating Brand Kits and Marketing Resources

- **Canva:** Offers AI-driven design suggestions and templates to create logos, social media posts, and marketing materials. Free version available.
- **Adobe Spark:** Provides AI tools to help design promotional content quickly. Free and paid versions.





# Business Workflows and Processes (From Ideation to Product Launch)

**Trello:** Uses AI to organize tasks, set deadlines, and manage projects. Free and paid versions

**Notion:** An all-in-one workspace that uses AI to help organize notes, tasks, and databases. Free and paid versions

**Monday.com:** AI-powered project management tool that helps streamline workflows. Free trial available, then paid.





# Customer Interaction and Chatbots



- ChatGPT: Can be used to create custom chatbots for customer service and interaction. Offers a free tier with limitations.
- Tars: Helps create AI-driven chatbots for websites to engage customers and provide support. Free trial available.
- ManyChat: Specializes in building chatbots for social media platforms like Facebook Messenger. Free and paid versions.



# Summary

- Brand Kits: Use Canva and Adobe Spark to quickly create logos and marketing materials with AI help.
- Business Workflows: Trello, Notion, and Monday.com can streamline tasks from the idea stage to product launch.
- Customer Interaction: ChatGPT, Tars, and ManyChat offer affordable ways to build chatbots for better customer service.





A close-up photograph of leatherworking tools. In the upper left, a spool of light brown thread sits on a roll of brown leather. To the right, a pair of silver shears with sharp blades is open. In the foreground, a silver needle lies on a piece of brown leather with some faint stitching. The background shows a green cutting mat with a yellow grid pattern. The overall scene is set on a brown leather surface.

**Thank  
You!**

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