Brass Willow

**STANDARD OFFER**
Q4 2026 · valid until 31/12/2026

Brass Willow workshops

# AI for Product People

## WHAT IT IS

A workshop tailored to the client: we start with an interview about what your product and team need, then work on your product rather than on slideware examples.

## AT A GLANCE

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|---|---|
| **Duration** | 2 days (2 × up to 8 hours) |
| **Audience** | Product Managers, Product Owners, product teams |
| **Format** | intensive workshop, in person or online (Zoom and Mural) |
| **Language** | English or Polish |
| **Led by** | Kate Hobler and Marek Hobler |
| **PDUs (PMI)** | 14 for attendance |

## WHO IS IT FOR?

- Everyone asks when the product will "have AI" and nobody knows what for.
- Competitors announce AI features and the pressure grows.
- The team experiments with AI without a plan or measures.
- It is unclear how to price and validate a model-based idea.

## WHAT PARTICIPANTS TAKE AWAY

**After the training, the participant:**

- knows where AI makes sense in the product and where it is fashion,
- has a list of hypotheses and a cheap way to test them,
- shares rules for working with AI on the product with the team,
- can discuss AI with executives and stakeholders in terms of value.

## PROGRAM OUTLINE

1. What AI actually is.
2. Stakeholder management with the help of AI.
3. AI in the team's work: supporting sensible use.
4. Context engineering (the successor to prompt engineering).
5. Rapid prototyping and the basics of vibe coding.
6. Writing your own tools that you will really use at work.

This is an outline. The trainer adapts it to the group's needs and experience.

## PRACTICALITIES

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|---|---|
| **PDUs (PMI)** | 14 PDUs for attendance. |
| **Payment** | We issue a VAT invoice to a company or an individual. The standard payment term is 14 days; bank transfer or card. We also serve companies from outside Poland. |
| **Before the class** | After registration the participant receives full information by e-mail: venue, hours, what to prepare. The address and hours are confirmed two weeks before the class. |
| **Lunch** | Lunch is included in the price of in-person classes. |

## PRICE

### Public class

**PLN 2,700 net** per person

Current dates and prices: brasswillow.pl, Calendar.

### Private class

| | |
|---|---|
| **Group of 6–20** | **PLN 25,000 net per group** |
| **Smallest group** | **6 people** |

A private class usually takes place at the client's premises; a rented room is charged at cost, as a separate invoice item. Date and scope are agreed individually. The price excludes the trainer's travel and accommodation outside their place of residence: within Poland, PLN 1,500 net per trainer for a two-day class.

Prices are net, in PLN; VAT is not included. Offers in EUR or USD on request (plus 15% for exchange-rate risk and bank spread). Invoices are payable within 14 days.

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**24** countries
**35,000** people trained
**70%** of clients come back for more