

WAI**MAKERS**

AI CHAMPIONS PROGRAMME · AUTUMN 2026 · AMSTERDAM · IN PERSON

Become the **AI Champion** your organisation needs.

Eight hands-on evenings or mornings: from the AI landscape and real use cases to skills, agents and an adoption plan your leadership can say yes to.

PROGRAMME 01 · FOUNDATIONS → AGENTIC

AI Champions

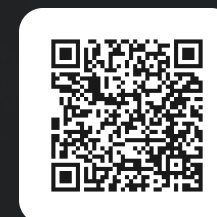
8 sessions · 8 weeks · 15 Sep – 6 Nov

Tuesday evenings or Friday mornings · Amsterdam

€4,995

excl. VAT

register here →



WHY THESE PROGRAMMES, WHY NOW

WAIMAKERS

Most organisations do not need more AI enthusiasts. They need people who can **make it useful.**

WHAT YOU WILL ACTUALLY BUILD



AI assistants

Working assistants for your actual tasks, built with Claude Skills. Not demos, tools you use the next morning.



A prioritised use-case portfolio

The AI opportunities in your organisation, scored on impact and feasibility, with a business case for the top ones.



AI agents on your tools

Claude Code and MCPs linking agents to your mail, files and systems, completing multi-step work autonomously.



An adoption plan that lands

Change, governance and mandate: the plan to take your team and leadership along, responsibly.

Everything you build keeps running in your daily work after the programme ends.



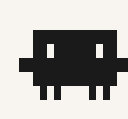
ChatGPT



Gemini



Claude



Claude Code



Lovable



Copilot

plus Claude Skills, Cowork, MCPs, agents and OpenAI Codex

Session by session, **date by date.**

🟡 Evening cohort · Tuesdays 19:30–22:00 🟢 Daytime cohort · Fridays 09:30–12:00

1

The fundamentals of AI, the landscape & capabilities



What today's models actually can and cannot do. You compare ChatGPT, Gemini and Claude on your own tasks and learn to pick the right tool per job. You leave inspired, maybe a little mind-blown, and ready to start building your own implementation.

Tue 15 Sep

Fri 18 Sep

2

Use case ideation & quick wins

You map the AI opportunities in your own organisation and score them on impact and feasibility. First quick wins land this week. You leave with a prioritised portfolio.

Tue 22 Sep

Fri 25 Sep

3

Your first internal AI assistants



Prompting best practices as the foundation, then straight into building. You capture your expertise in Claude Skills your colleagues can use. Your first assistant ships tonight.

Tue 29 Sep

Fri 2 Oct

4

Advanced prompting & multi-model orchestration



Leveling up with Claude Cowork and Connectors. You chain models and let them check each other's work. Complex tasks stop being scary.

Tue 6 Oct

Fri 9 Oct

From leading change to **the agentic peak.**

□ Evening cohort · Tuesdays 19:30–22:00 ● Daytime cohort · Fridays 09:30–12:00

5

Leading AI change, governance & strategy

AI transformation is mostly people. You build the change story, the governance guardrails and the mandate pitch for your leadership. Placed mid-programme on purpose: you take it into the agentic weeks.

Tue 13 Oct

Fri 16 Oct

6

Vibe coding & visual AI



From idea to shippable asset with Lovable. You build a working app without writing code and generate visuals that fit your brand. The fastest "wow" of the programme.

Tue 20 Oct

Fri 23 Oct

7

Agentic AI I: Claude Code & your personal workflow



Claude Code and the terminal, on your own machine. You delegate your first multi-step task and watch AI complete it end to end. This changes how you work.

Tue 27 Oct

Fri 30 Oct

8

Agentic AI II: agents, MCPs & multi-agent workflows



Agents, MCPs and multi-agent workflows connected to your real systems. You design an agent team for a problem you own. The programme ends on the agentic peak.

Tue 3 Nov

Fri 6 Nov

Built to **learn by practice.**



You arrive with real work

Your own tasks and use cases, not a case study. Every exercise runs on the work you actually do.



You build in session

2.5 hours hands-on, laptops open, with the experts beside you. You leave every evening with something that works.



You apply it at home

Count on ~2 hours of homework per session. That is where the compounding happens: session 8 runs on what you built in session 1.

Plus a cross-company cohort, a buddy, office hours and the Champions community that stays after week eight.

Consistently oversubscribed across three cohorts. Alumni now run AI adoption at their organisations.

For the person everyone already asks **about AI.**



The lead

- Responsible for making AI land in your organisation
- Needs the full span: use cases, building, governance, change
- Wants a plan leadership can say yes to



The builder

- Uses AI daily and wants to go from prompting to building
- Skills, agents and workflows that hold up in production
- Hands-on over polished slides, every week



The connector

- Wants a cross-company cohort of peers
- Compares notes with people wrestling the same questions
- Keeps the network after week eight

No technical background needed. Bring your laptop, your real work and about two hours a week.

WAIMAKERS

Ready to become an **AI Champion?**

Places are limited and every cohort so far has been oversubscribed. Leave your details and we will be in touch.

Register · AI Champions

Book a call to find your fit

FORMAT	8 sessions × 2.5h · in person
COHORTS	Tue evenings or Fri mornings
DATES	15 Sep – 6 Nov 2026
WHERE	Amsterdam
FEE	€4,995 excl. VAT

learn more →



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