

Distributor AI Development Program

Course Agenda: August 18th-19th, 2026

Executive Summary:

The *Distributor AI Development Program* is designed to equip members with conversational competence in AI and inspire practical applications within distribution.

The curriculum is developed in collaboration with Villanova Executive MBA instructors who have expanded their specialization to Artificial Intelligence. The course was originally introduced in the CIDL's Leadership Experience program and the cohort encouraged making the course available as a standalone opportunity to help members enhance their AI strategy and utilization.

Learning Objectives:

- Innovation – Building a Resilient Business Model
- AI Landscape – Models, Tools, and Agents
- AI Utility – Security, Policy, and Prompting Best Practices
- AI Application – Distributor Specific Use Cases

The course explores the strategic role of innovation in building a resilient business model – fostering a mindset and culture that enables embracing AI for long-term success. From there, participants develop a working understanding of AI models and gain hands-on experience in crafting high-quality prompts to maximize utility. Applying these insights, participants will tackle real-world distribution challenges, including developing marketing and business plans. The course provides insights into AI use cases across key distribution functions, ensuring you leave with actionable strategies for your organization.

Distributor AI Development Program

Monday, August 17th

Start	End	Topic	Location
		Arrivals & Check-Ins	The Inn at Villanova 601 County Line Rd. Wayne, PA 19087

Tuesday, August 18th

Start	End	Topic	Location
7:30am	8:00am	Breakfast	Room 115
8:00am	9:30am	Why Innovation Matters	Room 115
9:30am	10:00am	Break	
10:00am	12:00pm	How to Build Innovation into Your Business	Room 115
12:00pm	1:00pm	Lunch	Room 115
1:00pm	2:30pm	Introduction to Generative and Agentic AI	Room 115
2:30pm	2:45pm	Break	
2:45pm	4:00pm	Generative and Agentic AI Cont.	Room 115
4:00pm	4:45pm	Marketing Plan Competition	
4:45pm	5:00pm	Key Takeaways & Action Plans	
5:00pm	5:45pm	Break	
	5:45pm	Bus Departs: Group Dinner	Front of Hotel
6:00pm	8:00pm	Group Dinner	TBD

Wednesday, August 19th

Start	End	Topic	Location
7:30am	8:00am	Breakfast	Room 115
8:00am	9:30am	Understanding AI and ChatGPT	Room 115
9:30am	10:00am	Break	

10:00am	12:00pm	Mastering Prompting for ChatGPT	Room 115
12:00pm	1:00pm	Lunch	Room 115
1:00pm	3:00pm	Applying AI in Distribution	Room 115
3:00pm	3:30pm	Break	
3:30pm	4:00pm	Applying AI in Distribution Cont.	Room 115
4:00pm	4:45pm	Business Plan Competition	
4:45pm	5:00pm	Key Takeaways & Action Plans	
		Dinner on Your Own	