CENTER FOR Independent Distributor Leadership | AD

DISTRIBUTOR AI
DEVELOPMENT PROGRAM

Course Dates: July 20th-21st, 2027
Location: AD Headquarters

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, Agents, and Orchestration
- AI Utility – Security, Policy, and Prompting Best Practices
- AI Application – Distributor Use Case Mapping & Examples

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, tools, and agentic orchestration while gaining 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.

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Distributor AI Development Program

Monday, July 19th

Start	End	Topic	Location
		Arrivals & Check-Ins	Embassy Suites by Hilton Philadelphia Valley Forge *888 Chesterbrook Blvd.* *Wayne, PA 19087*

Tuesday, July 20th

Start	End	Topic	Location
		Breakfast at Hotel	Embassy Suites
	7:45am	Bus Departs: Hotel to AD Headquarters (ADHQ)	Pick Up: Front of Hotel AD Headquarters *500 E. Swedesford Rd.* *Wayne, PA 19087*
	8:00am	Continental Breakfast	Summit
8:00am	9:30am	Why Innovation Matters	Summit
9:30am	10:00am	Break	
10:00am	12:00pm	How to Build Innovation into Your Business	Summit
12:00pm	1:00pm	Lunch	Summit
1:00pm	2:30pm	Introduction to Generative and Agentic AI	Summit
2:30pm	2:45pm	Break	
2:45pm	4:00pm	Generative and Agentic AI Cont.	Summit
4:00pm	4:45pm	Marketing Plan Competition	
4:45pm	5:00pm	Key Takeaways & Action Plans	
	5:00pm	Bus Departs: ADHQ to Hotel	Front of ADHQ
	5:45pm	Bus Departs: Group Dinner	Front of Hotel

6:00pm	8:00pm	Group Dinner	TBD

Wednesday, July 21st

Start	End	Topic	Location
		Breakfast	Embassy Suites
	7:45am	Bus Departs: Hotel to AD Headquarters (ADHQ)	Pick Up: Front of Hotel AD Headquarters *500 E. Swedesford Rd.* *Wayne, PA 19087*
	8:00am	Continental Breakfast	Summit
8:00am	9:30am	Understanding AI and ChatGPT	Summit
9:30am	10:00am	Break	
10:00am	12:00pm	Mastering Prompting for ChatGPT	Summit
12:00pm	1:00pm	Lunch	Summit
1:00pm	3:00pm	Applying AI in Distribution	Summit
3:00pm	3:30pm	Break	
3:30pm	4:00pm	Applying AI in Distribution Cont.	Summit
4:00pm	4:45pm	Business Plan Competition	
4:45pm	5:00pm	Key Takeaways & Action Plans	
	5:00pm	Bus Departs: ADHQ to Hotel	Front of AHDQ
		Dinner on Your Own	