British Chambers of Commerce

PAIR | WHERE BUSINESS BELONGS

BCC AI ACADEMY · A GUIDE FOR MANAGERS AND BUYERS

AI AT WORK

What the BCC AI Academy offers your team

Most businesses already pay for AI tools. Few get the full value from them. The BCC AI Academy builds AI skills around each person's own job, so your team gets real results from the tools you already have.

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01 · WHAT THE AI ACADEMY IS

SKILLS BUILT AROUND YOUR JOB

The BCC AI Academy is an on-demand AI adoption platform from the British Chambers of Commerce, delivered with PAIR. It works with the tools your business already uses, such as ChatGPT, Microsoft Copilot and Claude. It sits on top of them, not instead of them.

Every masterclass is hands-on. Assignments use each person's own role and industry, with personalised feedback. **No technical skills needed.**

- ✓ 12 months' access, 24/7, at your own pace
- ✓ Content updated as the AI tools change
- ✓ A LinkedIn-ready badge for every masterclass

WHY IT MATTERS NOW

54% of SMEs now use AI, up from 35% in 2024

11% of SMEs use AI to its full potential

Research by the British Chambers of Commerce, in partnership with Intuit.

500+ businesses enrolled

30%+ of workforce upskilled, on average

96% saw better quality work

02 · WHAT YOUR TEAM WILL LEARN

THREE LEVELS, FROM FIRST STEPS TO DAILY ADVANCED USE

1 Fundamentals — START HERE

WRITE · RESEARCH

- Get a strong first draft, then refine it with AI
- Write prompts with context and examples for better answers
- Run grounded research and spot when AI gets facts wrong

2 Proficiency

IDEAS · DATA · IMAGES · AGENTS

- Generate ideas and use AI as a critical friend to test them
- Analyse data and build charts with Copilot in Excel
- Build, test and share your own AI agents

3 Mastery

PERSONALISATION · WORKFLOW · RESEARCH

- Set AI to remember your context and write in your style
- Summarise meetings and draft emails with Copilot
- Build agents for multi-source tasks

ALSO INCLUDED

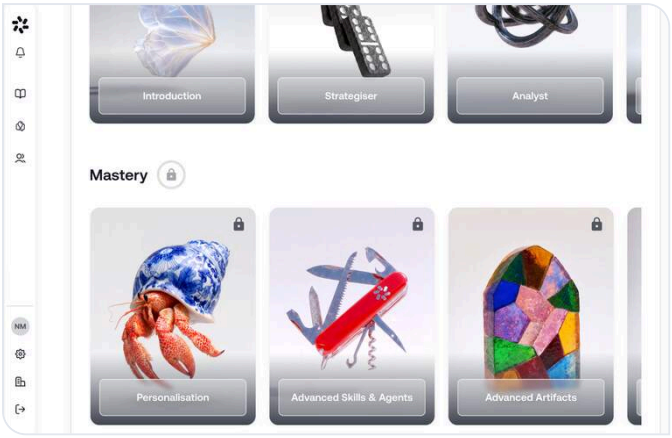
Agentic AI masterclasses: hand whole writing and research tasks to Claude Cowork and build reusable Skills. **Lovable:** turn an idea into a working prototype from a prompt.

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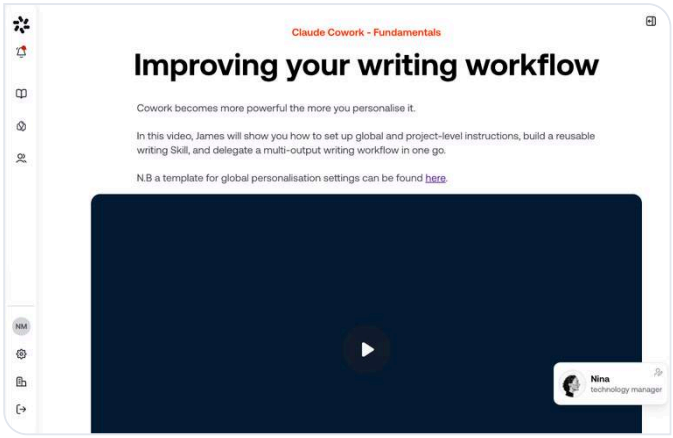
Delivered with **PAIR**, which works with over 400 organisations, including PwC, Boeing and Darktrace. PAIR is led by **Dr James Kuht MBE**, a former CTO of a Specialist Military Unit and founding member of the UK Prime Minister's Data Science team. He designed and led the UK's largest-ever training programme, upskilling over 8,000 leaders. The Academy is a strategic partner for the Government's AI Skills Boost Programme.

03 · INSIDE THE PLATFORM

PERSONAL TO EVERY LEARNER



Fundamentals, Proficiency and Mastery unlock as each person progresses.



Short video classes with Dr James, plus the prompts to copy. The learner's role shows bottom right.

1 Set to each person's role
Each learner's role shows on every screen, and examples and assignments follow it.

2 Feedback on real work
Assignments use each person's own tasks. AI marks them and says what to improve.

3 Works with your tools
Classes cover ChatGPT, Microsoft Copilot and Claude. No new software to buy.

4 Kept up to date
Content changes as the tools change, so what your team learns stays current.

Safe for business use. PAIR holds Cyber Essentials Plus, is GDPR compliant and is used across UK Government, including the Ministry of Justice.

04 · PRICES AND HOW TO BUY

ONE LICENCE PER PERSON, FOR 12 MONTHS

You pay once and it does not renew automatically. For a Chamber member that is about £14 a month, less than most single AI tool licences. Licence holders get back about 3 hours a week.

MOST POPULAR

CHAMBER MEMBERS
£169 +VAT / licence
12 months. One payment, no auto-renewal.

NON-CHAMBER MEMBERS
£199 +VAT / licence
12 months. One payment, no auto-renewal.

ENTERPRISE BUSINESS
POA
More than fifty licences. Choose Enquire on the page.

Pay by card
Choose Buy now on the AI Academy page. A VAT receipt is emailed to you.

Pay by invoice
Choose Pay by invoice. BCC emails a VAT invoice, payable on receipt. You can add a PO number.

After you buy
Each licence is set up within one working day. Each person gets their login by email.

READY TO START?

See the full details, take the free 2-minute AI Check, or buy licences for your team. Questions first? Email ai.academy@britishchambers.org.uk or watch the product demo.

Get started: from £169 for 12 months →

britishchambers.org.uk/ai-academy

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