Build Your First AI Agent at Social Media Week

Everyone talks about AI agents. At ADWEEK's Social Media Week, you'll learn how to build your first one. Because there's no better way to start understanding something than by doing it yourself.

On **Tuesday, March 15 starting at 1 p.m.**, three experts from Stagwell agency **Code and Theory** will give attendees hands-on training on how to build your first AI agent. Expect to leave the course with three autonomous helpers designed to improve your social media workflow.

Because this is **hands-on keyboard training**, capacity is very limited. You'll want to reserve your seat on the SMW App.

I'm personally really excited about offering this course, and Code and Theory's teachers are as well.

"I love explaining how this technology works to people that are not technical, because there's so much value in understanding what's under the hood," said Peter Steiner, who leads Code and Theory's Creative Labs and is responsible for R&D and AI implementation.

Besides Steiner, the classes will also be led by Josh Currie, head of operations strategy and business intelligence, and Benaëlle Benoit, junior strategist.

Code and Theory built three social media workflow agents for the course, and they'll walk students through how they too can build them.

By the time you're done with the class, you will have built

three agents: Trend Pulse Report (produces a report on what's trending on social media), Partnership Evaluator (finds and evaluates potential partnerships), and Analytics Interpreter (produces a report telling you what worked, what didn't, and why).

You'll also have the foundational knowledge to go home and build more yourself. The agents built for work productivity can also be used at home.

"I don't have social media, funnily enough," Benoit said. "And I've been using the trends agent I made for this class for my personal life, because it lets me update myself on things that are happening, like a new show that's coming out or a season that's renewing."

This will be a very valuable class for those who know little about agentic workflows but want to take the first step, with hands-on guidance on how to master them.

"The industry has done a great job of hyping it up and making it seem like it's this completely wild, magical thing, but it really is something that regular people can understand, and that's important to being able to use it well, and integrate it into your work and life," said Steiner.

Learn more about the course here. And register for Social Media Week here.

Recommended videos
https://www.adweek.com/agencies/build-your-first-ai-agent-at-social-media-week/