

Prompt to Profit.

Simple AI wins to save you time and money.

A hands-on session for your whole team, not just the leadership. Nobody watches a screen. Every person opens a laptop and leaves having built a working AI agent, briefed on their own role and your business, that they can use the next morning.

FACILITATOR

Dominic Santo
Founder, Codexpress

FORMAT

In person, hands-on
Laptops required



They already use AI every day. It still doesn't feel like leverage.

That gap isn't the model and it isn't the subscription tier — it's the half-sentence they typed into it. Which is why most AI sessions miss: they demonstrate tools to a room that has already seen the tools.

We run it the other way round. A short opening on why context beats clever wording, then the bulk of the session spent building. Everyone works on their own agent, loaded with the documents, numbers and house style they deal with, putting it against the real questions that come up in their own work while we circulate. We close by showing an automation running live.

Nobody leaves with notes. They leave with something running.

Best for a room that is already past the demo stage — people who use AI most days and still can't work out why it isn't giving them their week back.

WHAT THE ROOM COVERS

01 Prompting

The ingredients of a brief that works, and the techniques that turn a vague request into something usable.

02 Context

The model isn't short of intelligence — it's short of information about you. Where standing context lives so you write it once.

03 Agents

We run through building one together: writing the instructions, loading the knowledge, then prompting it against real work.

04 Skills

Packaging a process that works so a whole team can run it, not just the person who wrote it.

05 Automation

A live look at work that runs on a schedule, producing what you need without anyone prompting it.

WHO RUNS IT

Run by the person who builds this for a living.



Dominic Santo

FOUNDER, CODEXPRESS · FRACTIONAL CTO

Codexpress builds end-to-end software for businesses that have outgrown spreadsheets and off-the-shelf tools — custom platforms, integrations, and AI automation that cuts cost and lifts efficiency. Alongside that, Dominic works as a fractional CTO, which means most of his week is spent inside other people's businesses deciding what is worth automating and what is better left alone.

That is the reason this session isn't a tour of tools. Everything demonstrated is something already running somewhere, and when someone asks whether an idea will actually hold up in practice, the answer comes from having had to build it.

WHAT MAKES IT DIFFERENT

01 The room gets surveyed first

Attendees complete a short questionnaire beforehand. The session opens by reading their own answers back to them — what they use, where they're stuck, what they asked for. Last time, several people independently named the same problem, and that became the thing we built.

02 Building, not demonstrating

Most of the session is hands-on. We work the room throughout, pairing the less confident with the more confident so nobody is left behind. Nobody sits and watches.

03 Nothing theoretical

Every technique, agent and automation in the session is one we run at Codexpress or have shipped for a client. No demos built for a stage.

04 It doesn't end at the door

Everyone leaves with a workbook: the techniques with worked examples, the agent instructions ready to re-paste, and a challenge that keeps them using it once the room has emptied.

What you get as the host

We arrive with the whole thing built and tailored to your team. The only things you provide are the room and the people.

Hold a date and we'll build it around **your** team.

01

You confirm the session and the room.

02

We send a short questionnaire to everyone attending.

03

We rebuild the examples around what they tell us.