

SitecoreAI Agent Builder Workshop

OEM: Sitecore • Code: SITECOREAI_AGENT_BUILDER_WORKSHOP

COURSE DESCRIPTION

The SitecoreAI Agent Builder Workshop is a hands-on workshop for anyone who wants to understand, create, and refine agents in SitecoreAI Agentic studio. You will explore how agents can support real marketing and business tasks, then build an agent they can continue using in their own SitecoreAI instance after the training session. Agents are most useful when they are built around a clear task, strong context, and thoughtful human review. In this workshop, you will get first-hand experience creating agents in SitecoreAI Agentic Studio. You will learn how to evaluate a use case, choose the right agent approach, configure agents with clear instructions and context, and review and refine outputs. Through guided activities and hands-on practice, you will build foundational skills for creating Standard and Workflow agents that support flexible, repeatable marketing and business tasks. By the end of the workshop, you will leave with practical agent-building experience and an agent you can continue using in your own SitecoreAI instance after the training session.

AUDIENCE PROFILE

- This section doesn't contain any content.

PREREQUISITES

- Learners should have a basic understanding of common marketing or business workflows. No development experience is required, but learners should be comfortable working with basic AI concepts.
- Setup requirements: Each attendee will need a computer with internet connectivity. For this workshop, attendees will use a prepared SitecoreAI environment with access to Agentic studio.

COURSE OBJECTIVES

By the end of this course, participants will be able to:

- Describe how agents support work in SitecoreAI Agentic studio.
- Identify when to use a prebuilt agent, tailor an existing agent, or create a new agent.
- Evaluate whether a task is appropriate for an agent.
- Build and configure a Standard agent for a flexible use case.
- Build or configure a Workflow agent for a structured, repeatable process.
- Run an agent, review the output, and refine prompts, instructions, context, or configuration.
- Identify where human review is still needed when using agent-generated outputs.

