



Microsoft AI Skills Fest

Unlock the future with 50 days
of AI discovery and learning

#AISkillsFest • aka.ms/AISkillsFest





Microsoft AI Skills Fest

April 8th – May 28th, 2025



Microsoft AI Skills Fest

Overview

To celebrate Microsoft's 50th anniversary, we are launching a global initiative featuring a 24-hour AI learning event followed by 50 days of continuous learning. We aim to inspire and empower learners to acquire new AI skills, drive AI transformation, and advance their careers

Bold ambitions

Empower individuals to learn AI and drive adoption and innovation.

Continue the path to skill **100M learners** globally and provide them with a minimum of one new verified AI skill (badge earned) that will differentiate them in their current job and in today's talent pool

Target audiences

- Technical professionals
- Business users
- Next generation

Timing

- **April 8th**: Kickoff Celebration: Global 24-hour learning moment
- **April 8th–May 28th**: 50 days of learning
- **May 19th–May 28th**: Closing celebration (during and beyond Build 2025)

GUINNESS WORLD RECORDS™ title attempt

24-hour Kickoff Celebration will include an attempt to set a record for

Most users to take an online multi-level artificial intelligence lesson in 24 hours



Aligned with Microsoft's 50th anniversary celebration

Theme

Change
needs
makers



We've come a long way since 1975, when a couple of childhood friends dared to dream bigger than what reality dictated at the time—giving people everywhere a whole new way to work, live, and play.

And while times have changed, and tech has changed, our dream remains the same: to empower every person on the planet to achieve more.

You in?

Because trails need blazers. Paths need finders.
Ground needs breakers. Pace needs setters. Thoughts need leaders. Code needs builders. Chance needs takers. Go needs getters. And change needs makers.

Microsoft 50
Change needs makers

Microsoft AI Skills Fest moments

	Pre-event momentum	Kickoff celebration	50 days of learning	Closing celebration
	March 11 th March 24 th	April 8 th	April 8 th –May 28 th	Build and beyond/May 19 th –28 th
Content & experience	March 11 th : Announcement and save the date March 24 th : Landing page, content catalog, and registration	24-hour follow-the-sun live streaming event with leaders across the globe paired with 1 st - and 3 rd -party training activities Attempt at GWR	Global Learning 1 st - and 3 rd -party training activities by audience with multi-modality content	Global learning activities continue Build-specific special activities
External comms	Public announcement via Microsoft Learn Blog and social 1 st - and 3 rd -party amplification	Social media promotion Targeted campaigns	Social media promotion Targeted campaigns	Possibly PR momentum to receive award from Guinness World Records
Internal comms	Employee news and events Viva Engage announcements and emails, MSW, other	Employee News and events Viva Engage announcement (Apr 7)		

GUINNESS WORLD RECORDS™ title attempt


Setting a record

Title: **Most users to take an online multi-level artificial intelligence lesson in 24 hours**
 Record to beat: 46,405 users.

Objective

We have the chance to train the largest AI workforce ever within a single day! This Guinness World Record attempt seeks to generate enthusiasm, foster community, and raise awareness about Microsoft AI and Copilot training through PR, marketing efforts, and the involvement of Microsoft employees and partners.

Plan

Pre-Event Activity	April 8 th – 24-hour attempt (Starts April 7 th at 4:00 PM PDT)	Post-Event Activity
 <p>Marketing Activities Build excitement through pre-event marketing aligned across Microsoft, partners and nonprofits. Internal and external partnerships and stakeholders get NDA “save the date” notifications and promotional materials eight weeks in advance.</p>	<p>Training Content</p> <ul style="list-style-type: none"> • Provide AI courses through Learn and ecosystem partners for multiple personas and skill levels. • Participants will engage in GWR-approved training sessions, do an engagement (answer questions), and attest completion to qualify for the world record attempt. Completing these steps earns participants an “I participated” badge that they can share digitally. 	<p>Record Achievement Announcement</p> <ul style="list-style-type: none"> • The Guinness World Record judge will announce the record achievement. Planning an in-person PR event to receive the award – exact date and details TBD. • Participants will also earn a badge for “World Record achievement” which they can download.
<p>Content Preparation Ensure all training content complies with the Guinness World Records requirements. This includes all delivery modalities & structure for reporting to Guinness.</p>	<p>Engagement Ensure participants are engaged through all training modalities. Generate excitement and attention via Guinness World Record judge video ahead of each delivery announcing record attempted and requirements.</p>	<p>50 Days of Learning The 24-hour Kickoff Celebration and the Guinness World Record attempt mark the start of 50 days of learning via first- and third-party global AI and Copilot training activities including hackathons, live in-person and virtual training, self-paced tutorials, community events, Microsoft Learn Challenges, and more.</p>
<p>Coordination All Guinness World Records requirements met, register, engagement, and attest completion.</p>	<p>Badge Earned Participants who complete the training, knowledge, engagement and attestation will earn a digital GWR badge saying they participated in the attempt.</p>	

Measuring Success

Topline goal: Continue the path to skill 100M learners on AI

Kickoff Celebration

April 8th

Guinness World Record attempt

- Engaged learners
- Achievements earned
- Achievements shared on social media

50 days of learning

April 8th–May 28th

Skill 10M learners

- Microsoft first-party training registrations and completions
- Microsoft Learn Challenge registrations and completions
- TSP and partnerships training registrations and completions
- Microsoft Credentials earned: Certifications and Applied Skills

Ongoing engagement

May 29th and beyond

Skills to proficiency

- Advanced skills
- Returning AI learners
- Module completions
- Achievements/credentials earned

Learning experience and content

PRINCIPLES

- Exclusive content and experience
- Aligned to central theme and value proposition
- Content aligned to the skill, core concepts and main track
- Meet Guinness criteria: Start timestamp; Engagement; Training completion, 45 mins total

Skill	Build Essential AI skills		
Core Concepts Covered	Gen AI, Responsible AI, Agentic Framework, Language Models, Prompt Engineering		
Audiences	Business User	Tech User	Next Gen
Content Track	Use AI for everyday tasks Discover how AI can streamline routine tasks, so you can focus on strategic thinking Product: Microsoft Copilot (examples)	Build AI agents to simplify everyday work Using the tools you love, build AI agents to automate tasks and simplify everyday work Product(s): AI Foundry, GitHub	AI Literacy with Minecraft AI literacy involves having the skills and competencies required to use AI technologies and applications effectively and ethically Product: Product-agnostic
On demand content options	<ul style="list-style-type: none"> • Self-paced • Video of instructor-led session 	<ul style="list-style-type: none"> • Self-paced • Video of instructor-led session 	<ul style="list-style-type: none"> • Videos • Minecraft AI lessons
Live content sessions	<ul style="list-style-type: none"> • Instructor-led sessions (partner organizations) • LinkedIn Live Crash Course • YouTube Live sessions (TBC) 	<ul style="list-style-type: none"> • Instructor-led sessions (partner organizations) • YouTube live sessions (TBC) 	<ul style="list-style-type: none"> • Global lessons/sessions
Live events	Azure Marketing-sponsored hackathon		

Business user/Gen Pop

Title: [Use AI for everyday tasks](#)

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

- Know what generative AI is and ways to use it for everyday tasks
- Understand the basics of writing effective prompts and identify useful prompt resources
- Create and expand prompts and analyze results
- Use different AI tools to prompt and build on results
- Understand how to use AI responsibly and ethically

Content Outline

Est. Time	Unit	Learning Outcomes and Experiences
2 mins	1 – Introduction	<ul style="list-style-type: none">• Introduction and setup
7 mins	2 – What is AI and how does it work?	<ul style="list-style-type: none">• Understand the basics of generative AI (includes LLMs & NLPs)• Explore everyday use cases (Smart assistant to help with everyday tasks)• Explore AI agents• Use AI responsibly and effectively
10 mins	3 – Explore prompting	<ul style="list-style-type: none">• Understand prompting basics• Identify easy opportunities to try AI• Try sample prompts in Copilot (e.g., draft an email, develop a study plan, create a podcast)• Commit to your daily experiment: Build a microhabitat, one prompt you'll try every day and iterate as needed
10 mins	4 – Exercise: Create prompts and analyze quality of results	<ul style="list-style-type: none">• Use Copilot to personalize fill-in-the-blank prompts with goals/timelines/topics /specifics• Use Think Deeper to expand on the prompt results
10 mins	5 – Move beyond basic prompting	<ul style="list-style-type: none">• Identify useful prompting resources (e.g., Copilot Prompt Gallery, Do More with AI Microsoft Copilot, Copilot Scenario library)• Use different AI tools to prompt and build on results (flows) using walkthrough examples
3 mins	6 – Knowledge check	<ul style="list-style-type: none">• Check your knowledge
3 mins	7 – Summary	<ul style="list-style-type: none">• Recap of key points• Sign up for 50 days challenge• Further learning/resources• Link to Guinness attestation/badging?
45 mins estimated		

Technical Professionals

Title: Getting started with agents using Azure AI Agent Service

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

- Understand what the AI Agent Service is and what features are available
- Explain when to use the Agent service, and how agents are useful
- Build their own simple agent using the AI Agent Service

Content Outline

Est. Time	Unit	Learning Outcomes and Experiences
1 mins	1 – Introduction	
5 mins	2 – What is the Azure AI Agent Service?	<ul style="list-style-type: none">• Understand what the agent service is• Understand basics of an agent• Learn where to access the service
5 mins	3 – How does Azure AI Agent Service work?	<ul style="list-style-type: none">• Learn how to use the agent service• Use SDKs to access the service
5 mins	4 – When to use Azure AI Agent Service?	<ul style="list-style-type: none">• Understand why agents would be useful• Learn and utilize the features of the Agent Service
25 mins	5 – Exercise	<ul style="list-style-type: none">• Build your first agent using the Azure AI Agent Service
3 mins	6 – Knowledge check	<ul style="list-style-type: none">• Check what was learned
1 mins	7 – Summary	

Support from Microsoft SLT

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- Engagement on internal communications on Viva Engage
 - March 11, March 24, April 7
 - Amplification of external communications on social media
 - March 24 (to drive registrations)
 - Internal awareness via town halls
 - Between March 11 and April 7

