

Updated 04/04/2024

Sign up

Gemini training (formerly Google Bard)

2 days (14 hours)

Presentation

Our Gemini (formerly Bard) training course will teach you how to use Google's Chatbot for marketing and communication purposes. Gemini is a text generator and assistant created by Google in response to ChatGPT. Unlike its OpenAI counterpart, Gemini can draw its information from the Internet, so the information it has at its disposal is more up-to-date.

This Gemini training course will teach you how to create effective prompts to enable you to create a variety of content. Numerous practical exercises will enable you to familiarize yourself with optimized prompts for creating professional e-mail, social networking and website content.

At the end of this course, you'll also be able to couple Gemini with other artificial intelligence tools to improve performance.

The pro version of Gemini is currently unavailable in your country, but check back later!

Objectives

- Understanding the advantages and disadvantages of Gemini
- How to use Gemini to produce marketing content
- Optimizing Gemini with external tools

Target audience

- Marketing or communications specialist
- Community managers

Prerequisites

- A basic knowledge of marketing is recommended
- A Google account authorizing Gemini

Gemini training program

Presentation and features

- Welcome and introduction
- Presentation of training objectives
- Introducing Gemini and its features

Comparing Gemini with ChatGPT

- Discussion of the advantages and disadvantages of each
- Questions and answers

Use for communication

- Workshop: Writing e-mails and letters
- How can I use Gemini to write effective business e-mails?
- Practical exercise: Writing e-mails

Social media copywriting and reporting

- How can you use it to create engaging content for social networks?
- How can it be used to synthesize information into a clear, concise report?
- Practical exercise: Creating a post on social networks and a report
- Questions and answers

Using Gemini for marketing

- Introducing the use of Gemini for marketing
- Workshop: Creating content for the website and social networks
- How can you use it to generate engaging, SEO-optimized content?
- How can you use it to create creative, relevant content on social networks?
- Practical exercise: Creating a blog post

Creation of marketing materials

- How to use Gemini to write brochures, advertisements and other marketing materials
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- Practical exercise: Creating marketing content

Integration with other AI tools

- Workshop: Enhancing Gemini's performance with other AI tools
- Presentation of the various AI tools to be integrated
- Demonstration
- Questions and answers

Companies concerned

This course is aimed at both individuals and companies, large or small, wishing to train their teams in a new advanced computer technology, or to acquire specific business knowledge or modern methods.

Positioning on entry to training

Positioning at the start of training complies with Qualiopi quality criteria. As soon as registration is finalized, the learner receives a self-assessment questionnaire which enables us to assess his or her estimated level of proficiency in different types of technology, as well as his or her expectations and personal objectives for the training to come, within the limits imposed by the selected format. This questionnaire also enables us to anticipate any connection or security difficulties within the company (intra-company or virtual classroom) which could be problematic for the follow-up and smooth running of the training session.

Teaching methods

Practical course: 60% Practical, 40% Theory. Training material distributed in digital format to all participants.

Organization

The course alternates theoretical input from the trainer, supported by examples, with brainstorming sessions and group work.

Validation

At the end of the session, a multiple-choice questionnaire verifies the correct acquisition of skills.

Sanction

A certificate will be issued to each trainee who completes the course.