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Sign up

ChatGPT workshop: Discovering generative AI
0.5 days (3h30)

Presentation

Our artificial intelligence and no-code training course will give you a considerable competitive edge. Automation and generation will boost your productivity tenfold.

During this workshop, we'll introduce you to the most popular AI content generation tools: ChatGPT for copywriting, image creation and code generation.

We'll also teach you how to automate your digital communication processes (via APIs or customized workflows).

In addition, you'll learn about the different aspects of artificial intelligence: its benefits and constraints. At the end of this course, you'll know how to generate images and textual content, whether in response to messages or to create articles relevant to your audience.

This course will be run on the latest version of Chatgpt, ChatGPT-4o.

Objectives

- Understanding the fundamentals of artificial intelligence
- Learn how to use ChatGPT

Target audience

- Communication manager
- Marketing manager
- Digital marketing manager
- Company managers

- Project managers
- Managers

Prerequisites

You need to have the paid version of ChatGPT and make an initial payment (of at least $5) to the OpenAI API account.

Program for our ChatGPT workshop

Introduction to Artificial Intelligence

- What is artificial intelligence?
- Deep and machine learning
- Generative AI

Focus on Generative AI

- Model overview
- Focus on OpenAI services
- What's new in GPT4-o
- The limits of generative AI

Prompting fundamentals

- Prompting best practices for text generation
- Prompt best practices for code generation
- Prompting best practices for image generation

Integrating generative AI into your business

- Risks to avoid
- Fine-tuning
- Using APIs to automate processes

Companies concerned

This training 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.