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# ChatGPT 4o : Boost your productivity

2 days (14 hours)

## Presentation

Automate your content creation with generative AI! Discover how to quickly generate high-quality text, sound and images.

Our ChatGPT training for content will teach you how to master Artificial Intelligence to automate the creation of multi-format digital products.

You'll learn about good prompt engineering practices (context, role-playing, precision, examples, etc.), as well as key concepts in using the GPT API, such as parameters and tokens.

You'll discover how to use Artificial Intelligence to generate images, video and audio. Finally, you'll learn about the main business challenges of this technology.

Like all our training courses, this one will introduce you to the latest version of GPT, [GPT 4o](#).

## Objectives

- Understanding the business challenges of AI
- Mastering the use of prompts for ChatGPT
- Apply best practices in creating prompts
- Know the legal aspects of using AI
- Exploring automation possibilities with AI

## Target audience

- Project managers
- Editors
- Marketing managers
- SEO/SEA experts
- Traffic managers
- Marketing 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.

## ChatGPT training program

### INTRODUCTION: THE RACE TO IA IS ON

- What's all the fuss about?
- The dazzling progress of AI
- AI for everyone
- A \$1.3 trillion market
- Fields of expertise
- Myths and realities

### BUSINESS ISSUES

- Massive investment in AI
- Negative and positive business impact
- What changes can we expect?
- How can you make the most of it?
- The power of AI through task automation

### ALL PROMPT ENGINEERS

- What is a prompt?
- Personas
- Cutting out prompts
- Cheat Sheet

### LLM AND CHATGPT

- The principle
- AI
- Conversational agents
- Uses

- Technical limits
  - Hallucinations
  - Memory
  - Data protection
  - Limited knowledge

## BEST PRACTICES FOR CREATING PROMPTS

- Start with an action verb
- Provide context
- Use role-playing (RTF method)
- Use references
- Use double quotation marks
- Be specific
- Give some examples
- Indicate the length of the answer you require
- Guide the AI
- Feel free to refine
- Feedback: What to avoid
- The Complete prompt
- Creating prompts with ChatGPT
- Teach him to do new tasks
- Prompt databases
- How to avoid being detected as AI content?

## QUICK UPDATE ON LEGAL ASPECTS

- Copyright and legality
- Legislation in its infancy
- How to avoid plagiarism
  - Copyscape
  - Duplichecker

## Pricing

- Overview of versions and subscriptions
- Limitations of the free version
- GPT-3.5 vs GPT-4
- GPT-4o API
- API: what is a token?
- Cost optimization strategies (caching, lemmatization, language selection)
- The interface
- ChatGPT: Advanced features
  - Data analysis
  - Internet connection (excluding API for the moment)
  - Plugins
  - Image creation
- The ChatGPT desktop and mobile application
- GPTs

- Alternatives
  - Gemini
  - Copilot
  - Mistral
  - Bing Conversation

## BEYOND TEXT: USING IA TO CREATE CONTENT

- Create images
- The best tools
- Common problems and possible solutions
- Concrete uses
  - Audio and dubbing
  - Voice-over
  - Automatic translation
  - Video by AI
  - Animating an image
  - Creating a video from scratch
- Professional applications

## AUTOMATION

- Importance and potential of automation
- The basics
- Analyze your tasks
- Test
- Combining the use of several AIs
- Dedicated tools
  - Make
  - Zapier
  - Autonomous agents
- Professional applications

## CONCLUSION: THE FUTURE

- GPT-5
- The battle of the titans

## 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 on entry to training complies with Qualiopi quality criteria. As soon as enrolment is confirmed, the learner receives a self-assessment questionnaire enabling us to

assess their estimated level of proficiency in different types of technology, and their 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 internal security difficulties within the company (intra-company or virtual classroom) that 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.