

Updated on 11/02/2025

Sign up

ChatGPT 4o training

2 days (14 hours)

Presentation

Discover how to quickly generate high-quality text, sound and images, using the most advanced versions of generative AI.

In this training course, you'll learn to master ChatGPT4 and ChatGPT o1 Pro by exploring their differences and exploiting their capabilities to automate the creation of multi-format digital products.

You'll learn about prompt engineering best practices (contextualization, role, precision, examples, etc.), as well as key concepts 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](#), as well as the [o1 Pro version](#).

Objectives

- Understanding the business challenges of AI
- Mastering the use of prompts for ChatGPT
- Apply best practices in creating prompts
- Understanding 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

CHATGPT 4o: REVOLUTIONARY AI

- A technological leap from GPT-3 to GPT-4
- Why does ChatGPT4 mark a new turning point?
- New features in GPT-4 for a wide range of uses
- Challenges despite progress

ChatGPT o1: THE PRODUCTIVITY ACCELERATOR

- GPT-4 vs o1 : Understanding the different capacities
- Key features
- How to use it in your business

o1 Pro: EITHER PREMIUM VERSION

- What distinguishes ChatGPT o1 Pro from other versions?
- Performance and flexibility
- An advantage for developers and companies

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)
- Interfaces
 - Mobile version
 - Web version
 - Tablet version
- 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
 - Claude AI
 - LLaMA
 - Perplexity

BEYOND TEXT: USING IA TO CREATE CONTENT

- Create images
- The best tools
- Common problems and possible solutions
- Concrete uses
 - Audio and dubbing
 - Off voice
 - Automatic translation
 - Video by AI
 - Animating an image
 - Creating a video from scratch
- Professional applications
- Image analysis and image prompt construction

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 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, 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.