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Sign Up

# Training: Understanding How Generative AI Works and Mastering the Art of Prompting

1 day (7 hours)

## Overview

Generative artificial intelligence is profoundly transforming the way we create content, interact with digital tools, and automate complex tasks. However, it raises new challenges regarding accuracy, reliability, and responsible use.This training course, “Creating Effective Prompts with Generative AI,” is designed for anyone who wants to fully harness the potential of AI models while understanding their limitations and adopting best practices for their use.

During this course, you’ll discover how generative AI works and explore the various types of solutions available: language models, image AI, as well as tools dedicated to audio and video. We’ll discuss their benefits as well as their limitations and constraints to better understand their impact and potential applications.

You’ll learn how to practically use these tools to generate textual content (writing, summarizing, rephrasing), create images in a specific style, produce and correct code, or automate workflows via APIs. You’ll be guided in the art of designing and optimizing effective prompts tailored to your business objectives and the type of AI used.

Finally, you’ll develop a critical eye for the results produced: learning to evaluate their relevance, detect biases and hallucinations, and avoid common mistakes, in order to ensure reliable, responsible, and appropriate use within your organization.

This training course draws on the latest generations of AI to provide a comprehensive and practical overview of the ecosystem.

Like all our training courses, this one will introduce you to **the latest stable version** of the technology and its new features.

# Objectives

- Understand how generative artificial intelligence works and the different families of existing AI solutions.
- Use the main features of AI tools and formulate prompts tailored to specific objectives.
- Develop a critical perspective on the results produced by AI in order to evaluate their relevance, limitations, and biases.

# Target Audience

- Anyone interested in learning how to create prompts

# Prerequisites

No prerequisites

# PROGRAM – CREATING EFFECTIVE PROMPTS WITH GENERATIVE AI

## [Day 1 - Morning]

### Introduction to Generative AI

- Understanding what generative AI is and its main categories:
  - Language models (LLMs): ChatGPT, Claude, LLaMA, Mistral…
  - Image AI: DALL·E, MidJourney, Stable Diffusion…
  - Audio and video AI: ElevenLabs, Synthesia, Runway Gen…
- Overview of use cases in business (text, code, images, video, automation).
- Limitations, biases, and risks associated with generative models.
- Hands-on workshop: Testing the same prompt on multiple AI models (text or image) and comparing the results.

### Fundamentals of Prompting

- The ingredients of an effective prompt: context, role, objective, expected format.
- Key prompting methods: zero-shot, few-shot, iterative prompting.
- Advanced strategies: prompt chains (chain-of-thought), use of external tools.
- Common mistakes to avoid to improve clarity and precision.

- Hands-on workshop: Rewrite a poorly designed prompt and measure the resulting improvement.

[Day 1 - Afternoon]

### Prompting Applied to Use Cases

- Text: writing, summarizing, rephrasing, creative generation (articles, posts, storytelling).
- Code: generation, correction, documentation, creation of simple tests (e.g., GitHub Copilot, ChatGPT, Code Llama).
- Images: creation with style constraints, composition, photorealism.
- Audio & Video: voice generation (ElevenLabs), synthetic videos (Synthesia, Runway).
- Automation: Integrating AI into workflows via APIs or tools like Make and Zapier.
- Hands-on workshop: Design a “domain-specific” prompt (text, code, image, or video) and optimize it through successive iterations.

### Critical Analysis and Best Practices

- Knowing how to evaluate the relevance and reliability of results.
- Detect biases, hallucinations, and factual errors.
- Ethical framework and best practices for responsible use in the workplace.
- Hands-on workshop: Compare multiple AI outputs, identify their limitations, and adjust prompts to improve quality.

## Target Audience

This training is intended for both individuals and companies—large or small—that wish to train their teams in new, advanced IT technologies or to acquire specific industry knowledge or modern methods.

## Assessment at the Start of Training

The pre-training assessment complies with Qualiopi quality standards. Upon final registration, the learner receives a self-assessment questionnaire that allows us to evaluate their estimated proficiency with various types of technologies, as well as their expectations and personal goals for the upcoming training, within the limits imposed by the selected format. This questionnaire also allows us to anticipate certain connection or internal security issues within the company (intra-company or virtual classroom) that could pose challenges for monitoring and ensuring the smooth operation of the training session.

## Teaching Methods

Hands-On Training: 60% Hands-On, 40% Theory. Training materials distributed in digital format to all participants.

## Organization

The course alternates between theoretical input from the instructor—supported by examples and reflection sessions—and group work.

## Assessment

At the end of the session, a multiple-choice quiz is administered to verify that participants have successfully acquired the skills.

## Certification

A certificate will be issued to each trainee who has completed the entire training program.


Training organization registered under number 11 75 54743 75. This registration does not constitute state accreditation.
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