



crews

Where you belong

TRAINING

ChatGPT

LEARNING OBJECTIVES

- Understand how ChatGPT and generative AI work
- Identify relevant use cases in your professional activity
- Master best practices in prompt writing
- Use ChatGPT effectively and ethically on a daily basis

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Open to all educational backgrounds, this training is for professionals or job seekers who wish to learn about generative AI and ChatGPT

PREREQUISITES

Comfort with digital tools

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours

PRICE

- Inter-company training: €1,790 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac

Tél : 04.80.81.94.50 - Email : contact@crews-education.com

Site Web : www.crews-education.com



DETAILED PROGRAMME

- Introduction to generative AI and ChatGPT
 - What is generative artificial intelligence?
 - ChatGPT: history, how it works, and limitations
 - Overview of available models and their evolution
- Exploring the interface and functionality
 - Overview of the user interface
 - Account creation and settings configuration
 - Free version vs. Pro version (features)
- Prompts: language and methodology
 - Understanding the role of prompts
 - Principles of prompt engineering
 - Creating effective prompts: structure, tone, context
- Professional applications of ChatGPT
 - Writing (emails, summaries, marketing content, etc.)
 - Brainstorming, research, decision support
 - Document summarization, translation, task automation
- Practical workshop: business use case exercises
 - Simulated professional scenarios
 - Customizing the tool based on user goals
 - Group analysis of results and feedback
- Ethical considerations and limitations of AI use
 - Personal data, reliability, algorithmic bias
 - User responsibility
 - Best practices for AI use in the workplace

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to integrate ChatGPT into their professional tools and processes, increase productivity, and begin thinking about broader integration of generative AI into their industry.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training led by active professionals
- Varied and dynamic teaching methods
- Individual support by the Experience team

TRAINING TOOLS

- Suite of high-performance technology tools: Google Workspace for Education, Edesign...
- Practical case studies based on real business scenarios

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities, RQTH status or special needs: please contact us to arrange an interview and offer a suitable programme: handicap@crews-education.com

Accessibility for international participants: please contact us: international@crews-education.com

CONTACTS

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- By email: contact@crews-education.com

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