



crews

Where you belong

TRAINING

Gemini

LEARNING OBJECTIVES

- Discover the features and professional use cases of Gemini AI
- Learn to use Gemini to generate content, analyse data and automate tasks
- Adapt prompts and use Gemini extensions with Google Workspace
- Integrate Gemini into a productivity or communication strategy

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Marketing, communication, analytics and project management professionals

PREREQUISITES

None

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, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com



DETAILED PROGRAM

- Introduction to generative AI and Gemini
 - Understanding how LLMs work and Gemini's positioning
 - Differences between Gemini and ChatGPT, personal vs professional use
 - Overview of the Google Bard / Gemini ecosystem
- Getting started with Gemini
 - Interface, navigation, history and basic prompting
 - Exploring text analysis, summarisation and rewriting capabilities
 - Generating ideas, content or simple graphic elements
- Gemini with Google Workspace
 - Connecting to Gmail, Docs, Sheets, Slides and Drive
 - Practical cases: writing emails, creating presentations, analysing spreadsheets
 - Using extensions and automating tasks
- Improving prompts
 - RACI methodology, structuring techniques and context setting
 - Advanced prompting for data processing, planning and ideation
 - Prompt engineering with constraints and specific objectives
- Integrating Gemini into professional workflows
 - Using Gemini for project management, customer support or marketing
 - Creating AI-assisted working documents
 - Limitations, security, GDPR and ethical considerations
- Practical workshop
 - Completing several real use cases tailored to participants' needs
 - Setting up a Gemini productivity routine
 - Feedback and optimisation suggestions

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to strategically use Gemini in their professional daily tasks, enhance productivity, save time, improve relevance, and integrate AI into Google collaborative tools.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

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 or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

- By telephone: +33(0)4 80 81 94 50
- By WhatsApp: +33(0)7 56 10 93 20
- By email: contact@crews-education.com

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