TRAINING
Claude

LEARNING OBJECTIVES
- Understand how Claude works and its specific features within the generative AI ecosystem
- Master prompting to fully leverage Claude's capabilities
- Produce content, analyses and automations with Claude
- Integrate Claude into professional workflows to improve efficiency

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Digital, marketing and innovation professionals

PREREQUISITES

None

ACCESS TIME

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

PRICE
- Inter-company training: €1,890 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   1

DETAILED PROGRAM

- Introduction to Claude
    - Overview of Claude and its use cases
    - Positioning compared to ChatGPT, Gemini and other AIs
    - Specific strengths: reasoning, long context, structuring
- Getting started with the tool
    - Interface, features and settings
    - Managing conversations and long contexts
    - Organising exchanges and best practices
- Advanced prompting
    - Structuring effective prompts
    - Chain-of-thought reasoning, complex instructions
    - Optimising responses and iteration
- Content production
    - Writing articles, emails, scripts and documents
    - Analysing long documents
    - Summarising, reformulating and structuring
- Automation and workflows
    - Using Claude in business processes
    - Connecting with tools via API or no-code
    - Use cases: customer support, writing, analysis, reporting
- Advanced use cases
    - Creating complex documents
    - Decision support and strategic analysis
    - Usage in specific professional environments
- Practical workshop
    - Creating advanced prompts based on needs
    - Simulating business workflows with Claude
    - Presentation and optimisation of results

CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to fully leverage Claude to produce, analyse and automate complex tasks, improve their productivity and integrate AI into their business processes.

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

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   3