



crews

Where you belong

TRAINING

Prompt engineering

LEARNING OBJECTIVES

- Understand the fundamental principles of prompt engineering
- Write effective prompts to obtain accurate and relevant results
- Adapt prompts to different generative AI models
- Optimise work processes through advanced prompting techniques

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: €1,790 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 Prompt Engineering
 - Understanding how generative AI models work
 - Definition of prompt engineering and business challenges
 - Overview of the main models (ChatGPT, Claude, Gemini, Copilot...)
- Prompting fundamentals
 - Structure of an effective prompt
 - Defining the role, context, objectives and constraints
 - Best practices for obtaining reliable and actionable responses
- Advanced prompting techniques
 - Zero-shot, one-shot and few-shot prompting
 - Chain of Thought, role, persona and task decomposition
 - Creating reusable and optimised prompts
- Prompting by business function
 - Marketing, communication, human resources, sales and management
 - Content creation, analysis, summaries and recommendations
 - Adapting prompts to the specific needs of each business function
- Optimising and controlling results
 - Evaluating the quality of generated responses
 - Iterating and improving prompts based on results
 - Reducing hallucinations and improving output reliability
- Automation and prompt libraries
 - Creating reusable prompt libraries
 - Organising and documenting prompts
 - Integrating prompts into business workflows and collaborative tools
- Practical workshop
 - Designing prompts adapted to real business use cases
 - Collaboratively optimising generated results
 - Creating a customised prompt library for your business activities

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



CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to design high-performance prompts, effectively leverage the main generative AI tools and integrate prompt engineering into their business processes to improve productivity, quality and creativity.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered 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, Edusign...
- 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
- Attendance 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