



crews

Where you belong

TRAINING

Perplexity

LEARNING OBJECTIVES

- Understand how Perplexity AI works and its key features
- Master AI-assisted search and the use of cited sources
- Leverage Perplexity for monitoring, analysis and decision-making
- Optimise research through advanced prompting techniques

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Digital, communication and information 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 Perplexity AI
 - Overview of Perplexity and how it works
 - Differences between Perplexity, ChatGPT, Gemini and traditional search engines
 - Business and information research use cases
- Conducting effective research with Perplexity
 - Building precise and relevant queries
 - Using the different search modes
 - Obtaining reliable and contextualised answers
- Leveraging sources and citations
 - Understanding how references and citations work
 - Evaluating the reliability of suggested sources
 - Expanding research using cited documents
- Strategic monitoring and analysis
 - Setting up industry monitoring with Perplexity
 - Analysing trends, competitors and markets
 - Quickly synthesising large volumes of information
- Prompt Engineering applied to Perplexity
 - Structuring prompts to obtain optimal responses
 - Refining searches through iterative prompting
 - Creating reusable prompt templates
- Professional use cases
 - Using Perplexity in marketing, HR, management, finance and consulting
 - Preparing reports, studies and analyses
 - Document research and deliverable production
- Practical workshop
 - Conducting in-depth research on a business-related topic
 - Creating prompts tailored to participants' needs
 - Presenting results and optimising research methods

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to fully leverage Perplexity to conduct reliable research, accelerate monitoring and analysis activities, improve decision-making and effectively integrate artificial intelligence into their information research processes.

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

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- By email: contact@crews-education.com

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