

Generative AI in Practice

1-day workshop

The **Generative AI in Practice** workshop demonstrates how text, image, audio, and video models can be used to create content, accelerate workflows, and develop innovative applications. Participants work hands-on with popular tools, learn their strengths and limitations, and develop best practices for responsible integration into everyday work.



Target audience

This workshop is designed for marketing and communications teams, product designers, trainers and consultants, as well as content creators and media producers. It also addresses innovation and digitalization officers, as well as anyone interested in using generative AI creatively.

Prerequisites

No specific prior knowledge is required.

Language

German or English

Format

Online or in-house (on request)

Module 1

Fundamentals & overview

- ✓ Technical functioning of generative AI (conceptual)
- ✓ Overview of text, image, audio, and video models
- ✓ Selection criteria for tools depending on use case

Module 2

Text & image generation

- ✓ Efficient prompting for high-quality text content
- ✓ Crafting image prompts (style, details, composition)
- ✓ Live demonstrations of common platforms
- ✓ Quality and context checks of generated results

Module 3

Audio & video generation

- ✓ Text-to-speech & voice cloning
- ✓ Creating music and sound effects with AI
- ✓ Video creation using AI-supported tools
- ✓ Current limitations and emerging trends

Module 4

Practical workshop & best practices

- ✓ Sample questions
- ✓ Development of personal application projects
- ✓ Combining multiple AI tools for complex workflows
- ✓ Discussion of ethical and legal considerations
- ✓ Building a personalized GenAI tool checklist

