

Prompt Engineering

1-day workshop

The **Prompt Engineering** workshop provides practical guidance on how to craft inputs for generative AI models to achieve precise, relevant, and creative results. Participants learn different prompting techniques, the strategic use of context, roles, and constraints, as well as how to adapt prompts across tools and application areas.



Target audience

This workshop is designed for marketing and communications teams, consultants, trainers, and creatives, as well as product and innovation managers. It also addresses technology enthusiasts who want to optimize generative AI results.

Prerequisites

No specific prior knowledge is required.

Language

German or English

Format

Online or in-house (on request)

Module 1

Fundamentals of prompt engineering

- ✓ What is prompt engineering and why is it important
- ✓ Functionality of generative AI in the context of prompting
- ✓ Overview of common AI tools (text, image, audio, video)

Module 2

Techniques for effective prompting

- ✓ Structured prompts: roles, tasks, context, format
- ✓ Zero-shot, one-shot, and few-shot prompting
- ✓ Iterative prompting and step-by-step improvement
- ✓ Using constraints and rules effectively

Module 3

Application across different media

- ✓ Text generation: content, ideas, concepts
- ✓ Image generation: style, composition, details
- ✓ Audio and video: creative and productive use cases
- ✓ Adapting prompts to the respective tool

Module 4

Practical workshop

- ✓ Live exercises in different tools
- ✓ Comparing and analyzing results
- ✓ Developing personal prompt libraries
- ✓ Best practices and tips for daily use

