



USE GENERATIVE AI FOR COMMUNICATION

Using generative AI to communicate better

You would like to include generative AI in your communication processes.

During this 2-day course, the trainer will guide you step by step and explain the basics of generative AI, share use cases and teach you how to use the tools best-suited to your needs.

Particular attention will be given to practical exercises and customization to help you address the challenges you encounter in your professional environment.

Objectives

Understand the concepts of generative AI
Adapt prompts to your needs
Produce clear and engaging written content with AI

Duration

2 days

Number of participants

6 people

People concerned

Communicators, experts, R&D teams or researchers

Educational resources

Use of AI tools, exercises, case studies, training course manual

Evaluation procedures

Questionnaire at the beginning and at the end of training (self-evaluation)

Program

Understand the concepts of generative AI
Introduction to generative AI and its uses in communication
How AI models work
The challenges of AI : data security, environmental impact, deep fakes, etc.

Adapt prompts to your needs
Test and fine-tune your existing prompts to answer your needs. For example: generate ideas, popularise science, translate, illustrate, find references, etc.

Produce clear and engaging content with AI
Improve your produced contents with AI: articles, summaries, posts for social networks, illustrations, etc.