



ChatGPT for the workplace

In the ChatGPT and AI training, you will learn the fundamentals of chatbot development, the principles of artificial intelligence, and its applications in conversational interactions. You will learn how to apply ChatGPT to work more efficiently, effectively, and quickly. After completing the training, you will understand why AI is important, what it can be used for, and its benefits.

Course duration

This course will have a duration of six effective course-hours.

Target audience

This training is intended for anyone who wants to expand their knowledge in the field of artificial intelligence, (chat)bots, large language models, and machine learning.

Starting level

There is no specific mandatory foreknowledge needed. Only general knowledge of the use of a computer is necessary.

Content

- Exploring the capabilities of ChatGPT
- Discussion of privacy and GDPR-related aspects at OpenAI
- Underlying operation of ChatGPT
- Differences between versions 3.5 and 4.0 of ChatGPT
- Formulating effective prompts and instructions for ChatGPT
- Ten prompts for marketing purposes
- Training ChatGPT to recognize your writing style
- Using ChatGPT for copywriting
- Creating unique and engaging visual content with AI
- Working with AI-based photo generation tools
- The ethical and social implications of ChatGPT
- Other AI tools that you can use within your marketing processes
- What you can achieve with Google Bard and Bing Chat
- The risks and opportunities related to AI
- Practical tips for everyday use of ChatGPT.



The training can be adapted to the specific wishes and needs of the participants. Our experienced training advisors are happy to work with you to develop a tailor-made training program.