



## **TRAINING PROGRAM GENERATIVE AI CHAT GPT**

**Last Updated: June 10, 2024**

**Schedule an appointment: 0669086227 - damien@trusty-academy.fr**

### **Training Objectives:**

At the end of this training, you will be able to:

- Discover the world of Generative AI and understand the basics of how they work.
- Use ChatGPT.
- Master prompts.
- Master advanced functions of ChatGPT.

Methods, Modalities, and Teaching Resources:

The training is delivered in-person (intra or extra) or remotely.

The trainer alternates between theory, demonstration, questioning, and practical exercises/simulations.

Depending on the training, the teaching resources used include:

- Trainer's Mac or PC computers, internet connection, whiteboard (if needed), projector.
- Course materials and exercises.
- Pre- and post-training evaluation questionnaire.

In the case of training at an external site, the client ensures and commits to having all the necessary resources for the smooth running of the training.

Prerequisites:

None

Target Audience:

Anyone needing or wanting to be sensitized or trained on these new technologies and work methods.



A qui ça la formation s'adresse :

Tous les métiers de l'image : Services marketings, Graphiste, Directeur Artistique, Community Manager, Imprimeur, Artiste, Créatif, Designer, Architecte...

This training:

- Is led by a consultant trainer whose technical, professional, and pedagogical skills have been validated by a diploma and/or tested by Trusty Academy.
- Includes a follow-up of its execution by an attendance sheet signed by the trainees and the trainer each half-day.
- Includes a pre- and post-training questionnaire and a summary of the training sent 7 days after the session.
- Provides a training certificate at the end of the session.

Program :

**Day 1 :**

**09:00 - 10:30 - BLOCK 1**

**1. Introduction to Generative AI**

- a. History of Artificial Intelligence
- b. Understanding weak and strong AI, Deep Learning, Machine Learning
- c. The Functioning of Tokens
- d. Importance of data

**10:30 - 12:00**

**2. Introduction to Chat GPT**

- a. Discovering ChatGPT and account creation
- b. What is a prompt?
- c. Legal Framework and how to secure your information



**13:00 - 15:00 - BLOCK 2**

### **3. Using ChatGPT**

- a. Information search
- b. Automating repetitive tasks
- c. Managing customer responses
- d. Content creation
- e. Project planning
- f. Data analysis
- g. Use on smartphone

**15:00 - 16:00**

### **4. Personalized GPTs**

- a. What are they? What are they used for?
- b. How to create them?
- c. How to use them?
- d. Examples of use

**16:00 - 16:30**

### **5. Use Cases (individual or by department)**

**16:30 - 17:00**

### **6. Conclusion and Recommendations**

- a. Summary of acquired skills and best practices
- b. The Future of AI
- c. Discussion on newsletters, podcasts, and creatives to follow to stay updated
- d. Issuance of participation certificates and training evaluation

**Day 2:** Upon request, customized and personalized training.



### Evaluation Methods:

- During the training, through productions.
- At the end of the training via an evaluation questionnaire.

### Training Accessibility:

Trusty Academy is committed to facilitating access to its training programs for people with disabilities.