



# Using Generative AI to Boost Your Productivity

## Description

Dive into the era of efficiency with our AI training. Learn how to transform your work with generative AI, from writing to multimedia. Start with the fundamentals in the morning, and then apply your knowledge in the afternoon through hands-on workshops on text, image, audio, and video. Master cutting-edge tools such as ChatGPT and Dall-E, and explore innovative use cases.

## Course Content

### Morning: Introduction and text AI Module 1: Introduction to Generative AI

- Exploration of the different branches of generative AI: text, image, audio and video.
- Analysis of novel use cases to boost productivity and presentation of the implications of generative AI.

### Module 2: Text Generative AI

- Presentation of ChatGPT, Mistral, Gemini, Perplexity, Claude, with live demonstrations.
- Practical workshop: participants create their own texts, experiment with the different models and learn how to prompt effectively.

### Afternoon: Image, audio and video IAGs and practical session Module 3: Image Generative AI

- Exploration of tools such as Midjourney, Dall-E, Stable Diffusion, Leonardo, with visual examples.
- Practical workshop: learners design images, discovering the impact of different prompting styles and techniques.

### Module 4: Audio Generative AI

- Presentation of AI tools for audio creation, with sound samples.
- Practical workshop: creation of audio clips by participants, experimenting with the tools presented.

### Module 5: Video Generative AI

- Introduction to video AI tools, illustrated by concrete examples.
- Practical workshop: making short videos, comparing tools.

### Module 6: Interactive Session and Projects

- Group discussions on practical applications of AI tools

### **Lab / Exercises**

- Creation of personal texts by participants, experimenting with various models and learning how to prompt effectively.
- Design of images by learners, discovering the impact of different prompting styles and techniques.
- Making short videos and comparing the tools used.

### **Documentation**

- Digital course material included

### **Participant profiles**

- Anyone interested in generative AI
- Professionals looking to integrate generative AI technologies into their activities
- Entrepreneurs
- SEO experts
- Administrators
- Marketing professionals

### **Prerequisites**

- No prerequisites

### **Objectives**

- Understand the basic principles and workings of generative AI.
- Use generative AI to create content (text, image, audio, video).
- Learn to formulate effective prompts to achieve quality results.
- Evaluate the suitability and relevance of AI-generated creations.
- Integrate generative AI into business workflows.
- Save time on all tasks: sending emails, creating slides, transcribing meetings...

### **Niveau**

Fondamental

### **Classroom Registration Price (CHF)**

800

### **Virtual Classroom Registration Price (CHF)**

750

### **Duration (in Days)**

1

### **Reference**

IAGBP