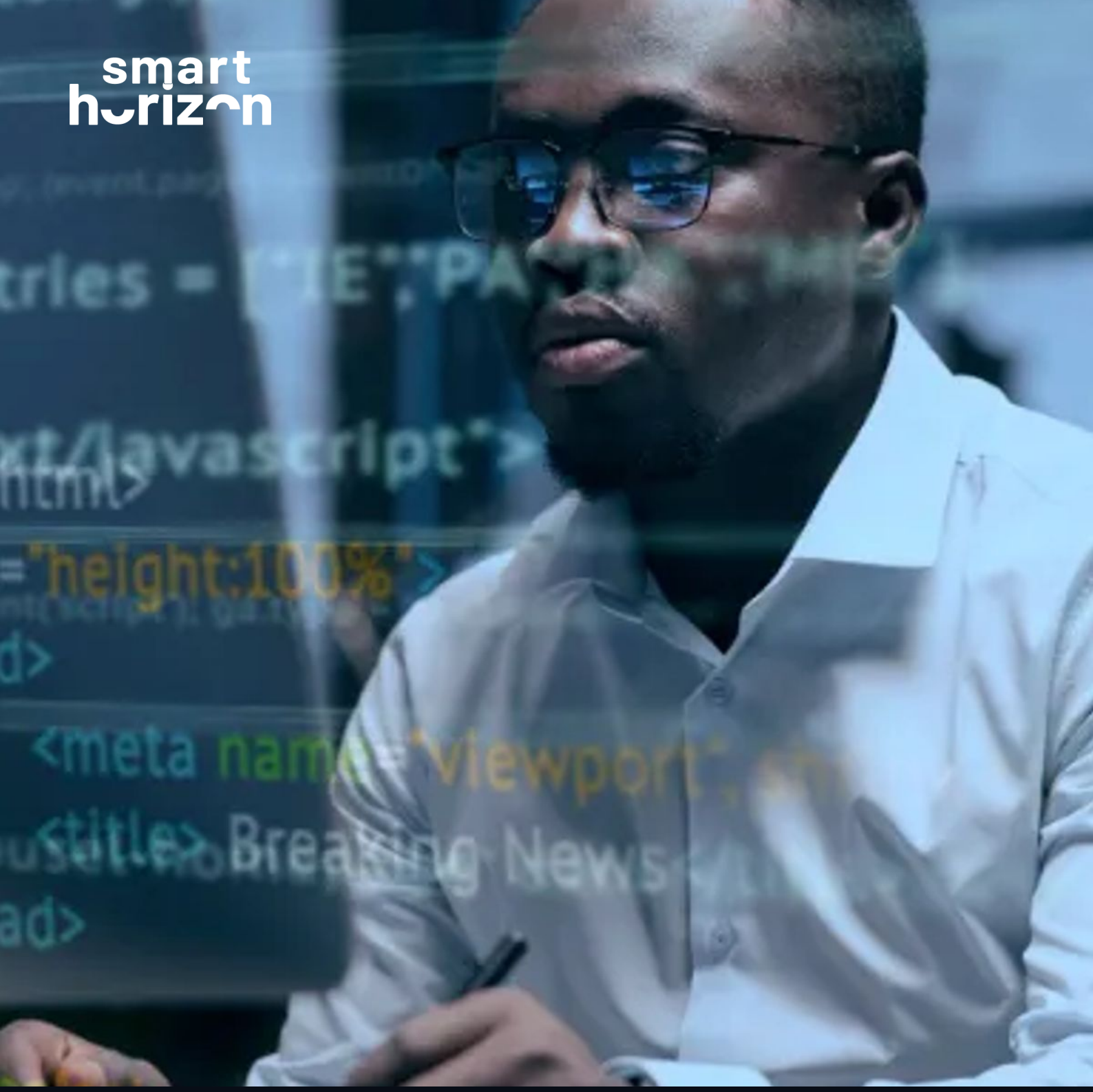


DIGITAL INNOVATION AND TRANSFORMATION | COURSE BROCHURE

ChatGPT and Generative AI for the Workplace

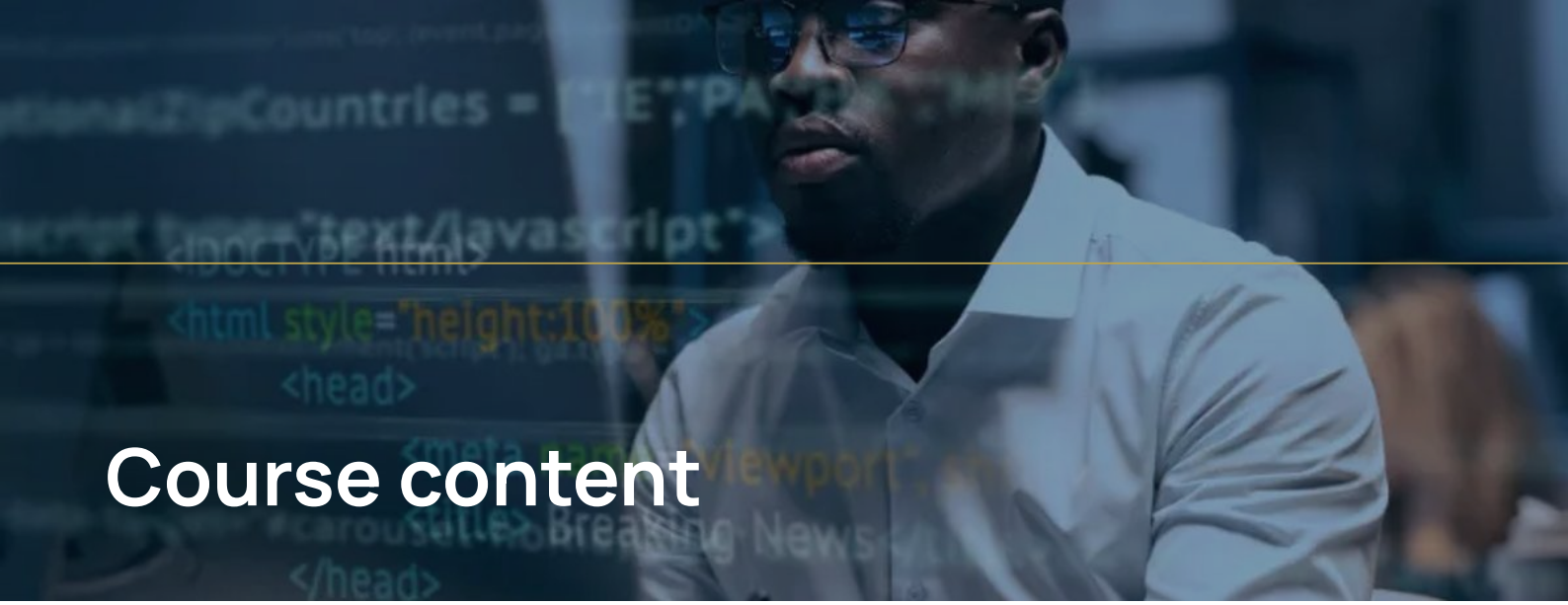
5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

Explore current programmes

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Course content

Why attend

Generative AI is changing how professionals research information, create content, analyze documents, communicate with customers, prepare reports, and manage everyday knowledge work.

Effective workplace use, however, requires more than entering questions into an AI assistant. Professionals need to understand how generative AI works, how to structure prompts, how to evaluate AI-generated information, and when human review is essential.
This ChatGPT and Generative AI for the Workplace course provides practical experience in using AI assistants for business tasks while addressing accuracy, confidentiality, copyright, bias, security, and responsible AI use. Participants will develop reusable prompting techniques and AI-assisted workflows that improve productivity without compromising professional judgment or organizational controls.

Professional Problems This Course Is Designed to Solve

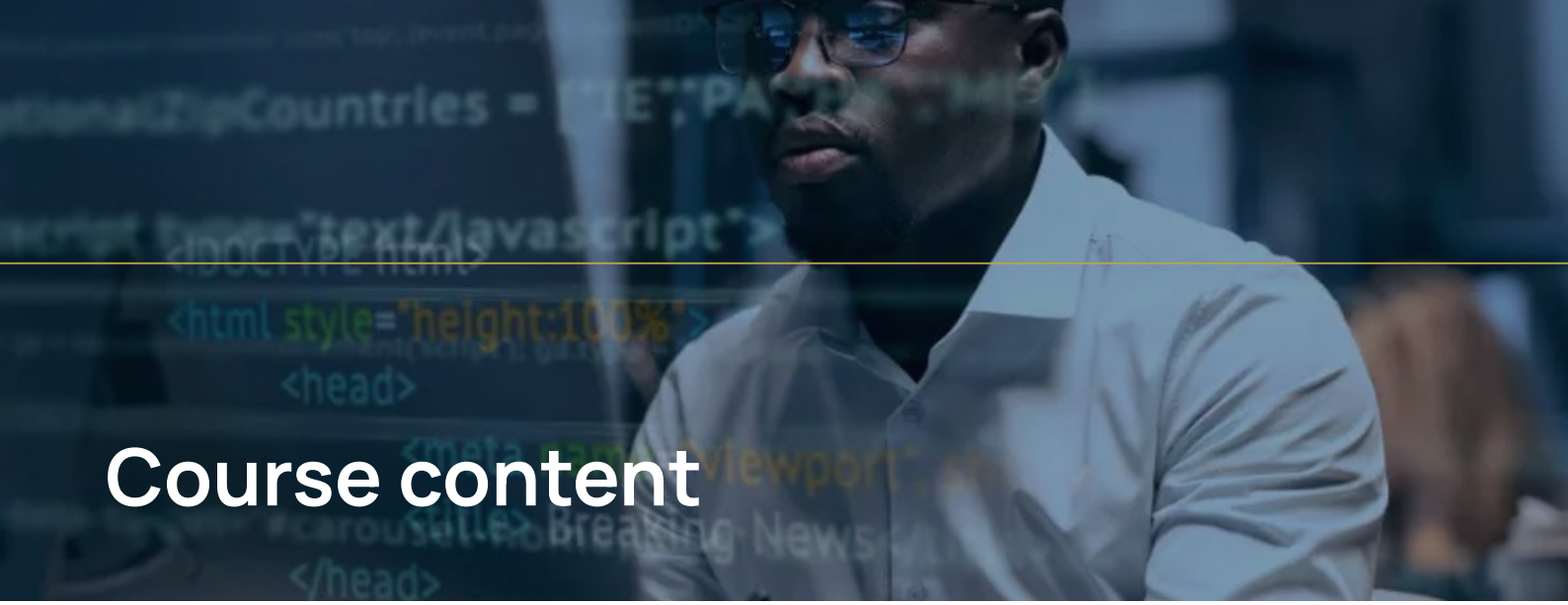
• Time-consuming drafting, summarising and information organisation.
• Inconsistent results from everyday AI-assisted tasks.
• Unclear boundaries for confidential data and human review.

Course methodology

The course combines instructor demonstrations, guided prompting exercises, workplace scenarios, individual practice, group workshops, output evaluation, and workflow design activities. Participants will work with realistic business tasks such as drafting communications, summarizing documents, analyzing information, preparing reports, brainstorming solutions, and developing reusable AI workflows.

Course objectives

By the end of this course, participants will be able to:
• Understand how ChatGPT and generative AI support common workplace activities
• Write clear and structured prompts for professional business tasks
• Improve AI responses through context, constraints, examples, and iterative prompting
• Use generative AI for writing, research, summarization, analysis, and problem-solving
• Develop reusable AI-assisted workflows for recurring workplace activities
• Evaluate AI-generated information for accuracy, relevance, bias, and unsupported claims
• Protect confidential, personal, and commercially sensitive information when using AI
• Apply human review and responsible AI principles to workplace use
• Identify business processes where generative AI can deliver measurable productivity improvements



Course content

Target audience

Professionals interested in developing skills in this learning area.

Target competencies

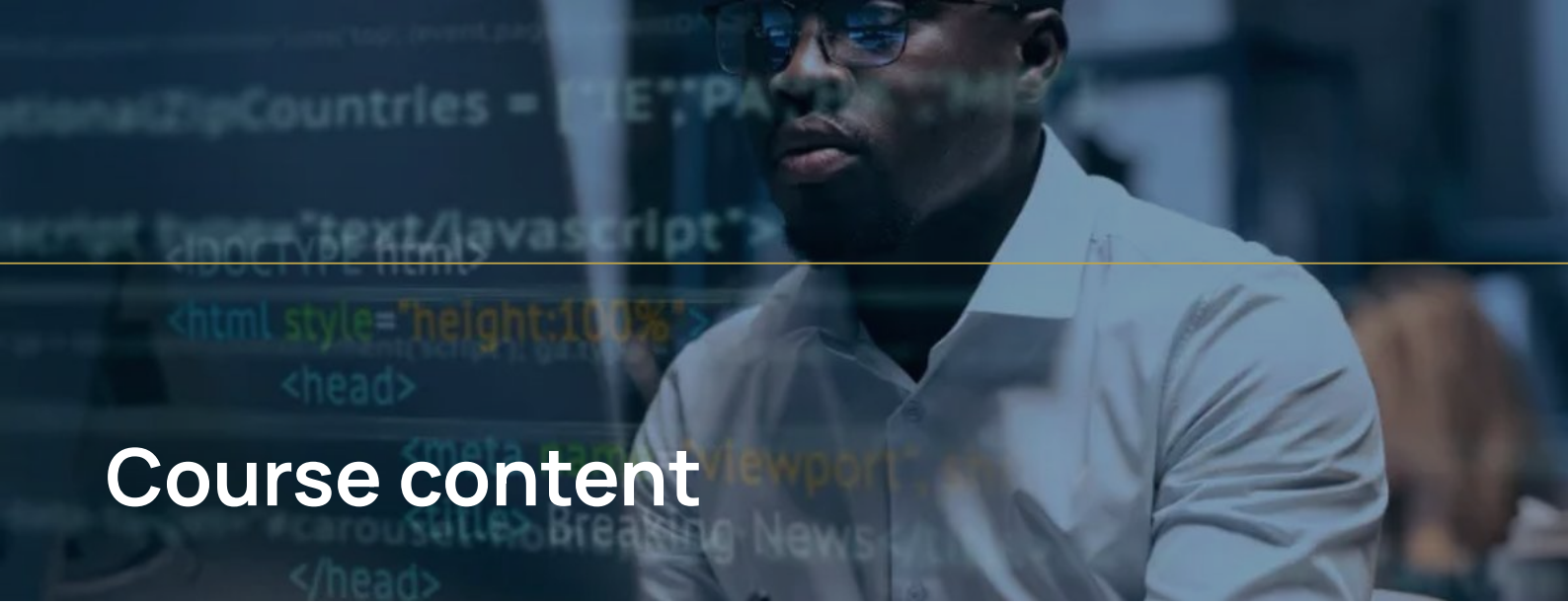
Participants will develop competencies in:

- Generative AI literacy
- Prompt engineering
- AI-assisted writing
- AI-supported research
- Document analysis and summarization
- Business productivity
- AI output evaluation
- Responsible AI use
- Workflow design
- Human-AI collaboration

Course outline

Day 1: Generative AI and ChatGPT in Professional Work

09:00–09:45	Understanding generative AI, large language models, prompts, context, and AI-generated responses
09:45–10:30	Identifying appropriate workplace applications for ChatGPT and other generative AI assistants
10:30–11:00	Understanding the difference between AI generation, retrieval, search, reasoning, and traditional automation
11:00–11:30	**Coffee break**
11:30–11:45	Understanding the difference between AI generation, retrieval, search, reasoning, and traditional automation (continued)
11:45–12:30	Recognizing hallucinations, outdated information, incomplete answers, and other limitations of AI-generated content
12:30–13:15	Mapping repetitive knowledge-work activities that can benefit from AI assistance
13:15–14:00	Practical exercise: Evaluating workplace tasks to determine where generative AI can improve speed, quality, or consistency



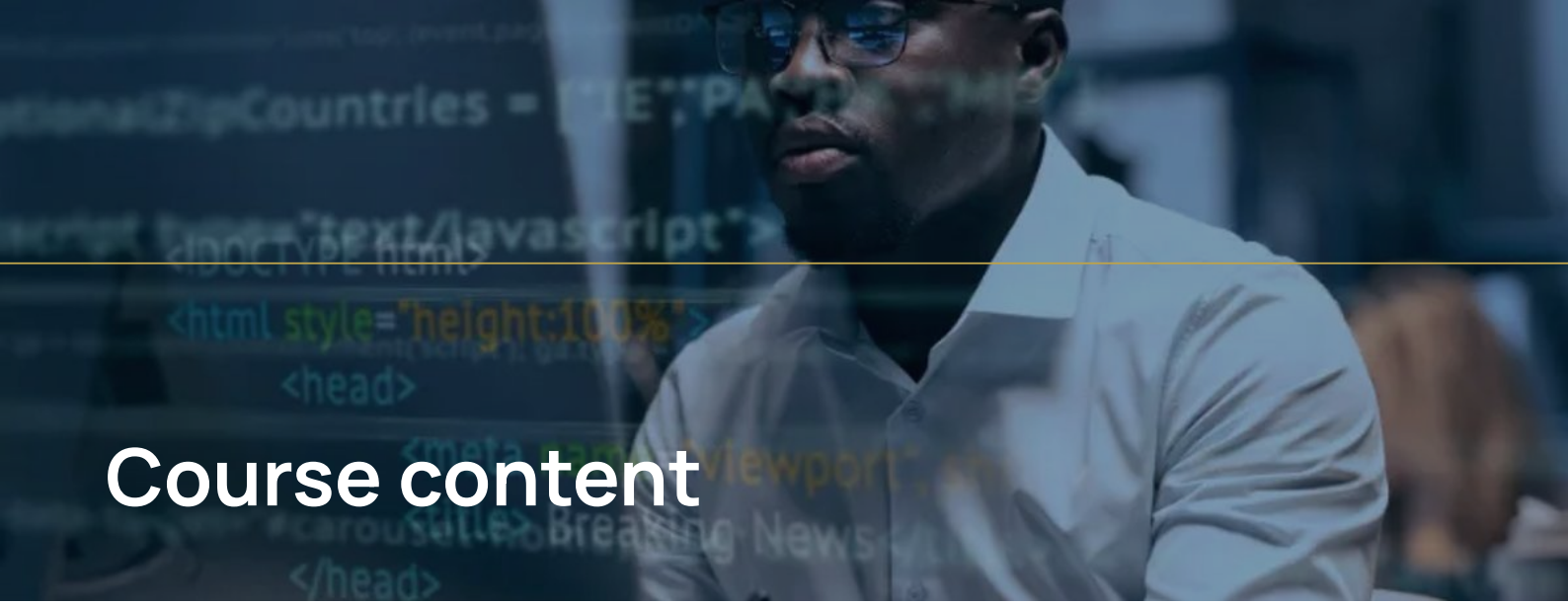
Course content

Day 2: Prompt Engineering for Business Productivity

09:00–09:45	Structuring effective prompts using objectives, context, instructions, constraints, and desired output formats
09:45–10:30	Using role, audience, tone, examples, and reference information to improve response quality
10:30–11:00	Breaking complex assignments into manageable prompt sequences and iterative conversations
11:00–11:30	**Coffee break**
11:30–11:45	Breaking complex assignments into manageable prompt sequences and iterative conversations (continued)
11:45–12:30	Applying prompt techniques for drafting emails, reports, summaries, proposals, agendas, and business documents
12:30–13:15	Refining weak AI responses through follow-up instructions, critique, verification, and controlled revision
13:15–14:00	Prompt workshop: Building a reusable library of prompts for recurring professional responsibilities

Day 3: AI-Assisted Research, Analysis and Problem-Solving

09:00–09:45	Using generative AI to summarize lengthy documents and extract key information, actions, risks, and decisions
09:45–10:30	Structuring research questions and distinguishing AI-generated answers from verified source-based information
10:30–11:00	Using AI to compare alternatives, organize qualitative information, classify content, and identify patterns
11:00–11:30	**Coffee break**
11:30–11:45	Using AI to compare alternatives, organize qualitative information, classify content, and identify patterns (continued)
11:45–12:30	Applying generative AI to brainstorming, root-cause exploration, scenario development, and decision preparation
12:30–13:15	Working with tables, structured information, meeting notes, policies, and other business content
13:15–14:00	Case study: Using AI to analyze a business problem and produce an evidence-focused management briefing



Course content

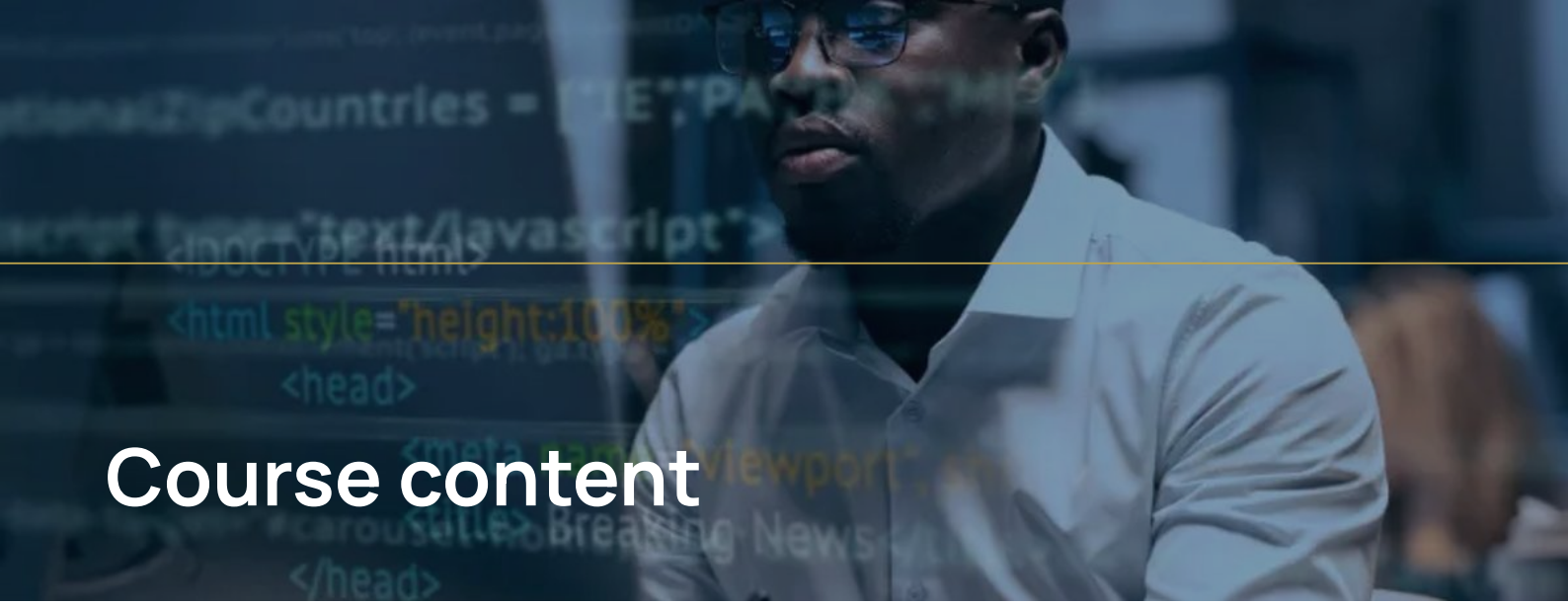
Day 4: Building Generative AI Workflows for Workplace Functions

09:00–09:45	Designing AI-assisted workflows that combine human expertise with generative AI capabilities
09:45–10:30	Applying ChatGPT to HR, administration, marketing, customer service, project management, and operational tasks
10:30–11:00	Creating reusable templates and standardized prompt workflows for recurring business processes
11:00–11:30	**Coffee break**
11:30–11:45	Creating reusable templates and standardized prompt workflows for recurring business processes (continued)
11:45–12:30	Using AI to transform information between formats, audiences, languages, and levels of detail
12:30–13:15	Identifying opportunities for workflow automation while defining points requiring human approval
13:15–14:00	Practical workshop: Redesigning a time-consuming workplace process using a structured human-AI workflow

Day 5: Responsible AI, Risk Management and Workplace Implementation

09:00–09:45	Managing confidentiality, personal data, intellectual property, and commercially sensitive information when using generative AI
09:45–10:30	Identifying risks related to hallucinations, bias, misinformation, overreliance, and inappropriate AI-generated content
10:30–11:00	Applying fact-checking, source verification, human review, and quality-control procedures to AI outputs
11:00–11:30	**Coffee break**
11:30–11:45	Applying fact-checking, source verification, human review, and quality-control procedures to AI outputs (continued)
11:45–12:30	Establishing practical guidelines for acceptable and responsible workplace use of generative AI
12:30–13:15	Measuring AI adoption through time savings, output quality, consistency, productivity, and business value
13:15–14:00	Capstone exercise: Developing a practical Generative AI Workplace Implementation Plan with priority use cases, controls, workflows, and measurable outcomes

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

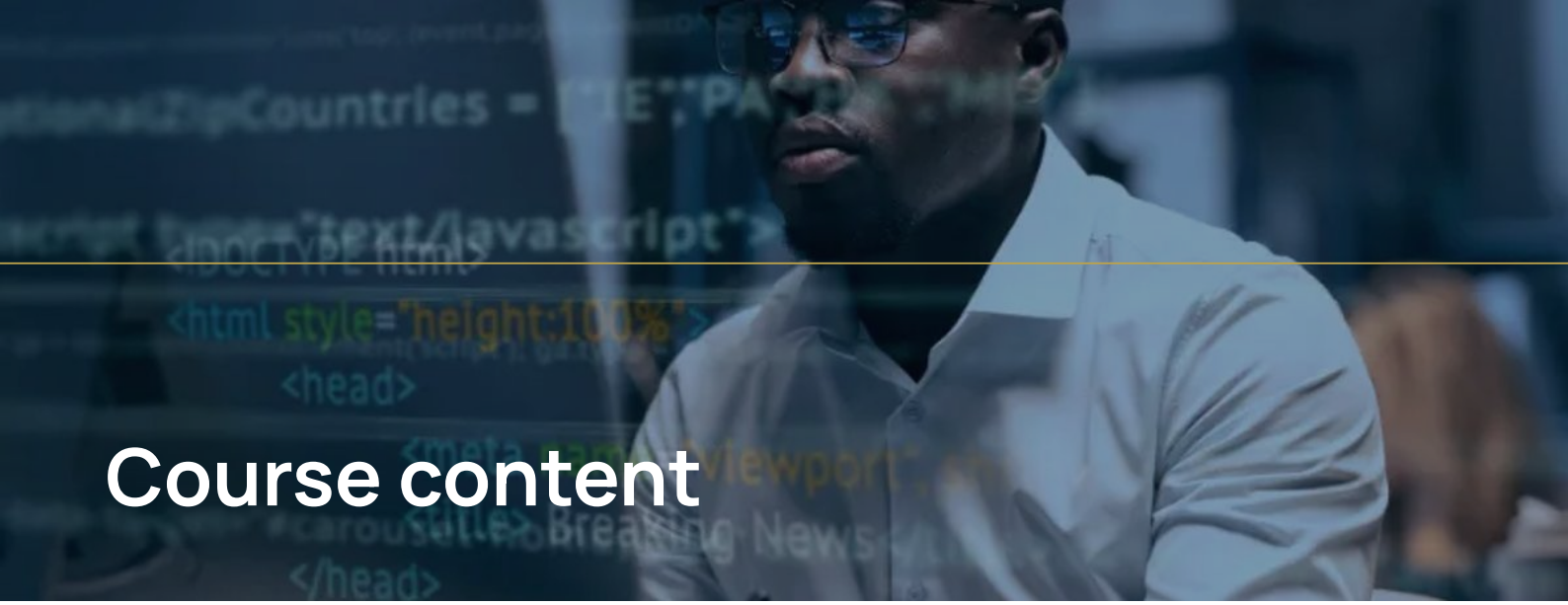


Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

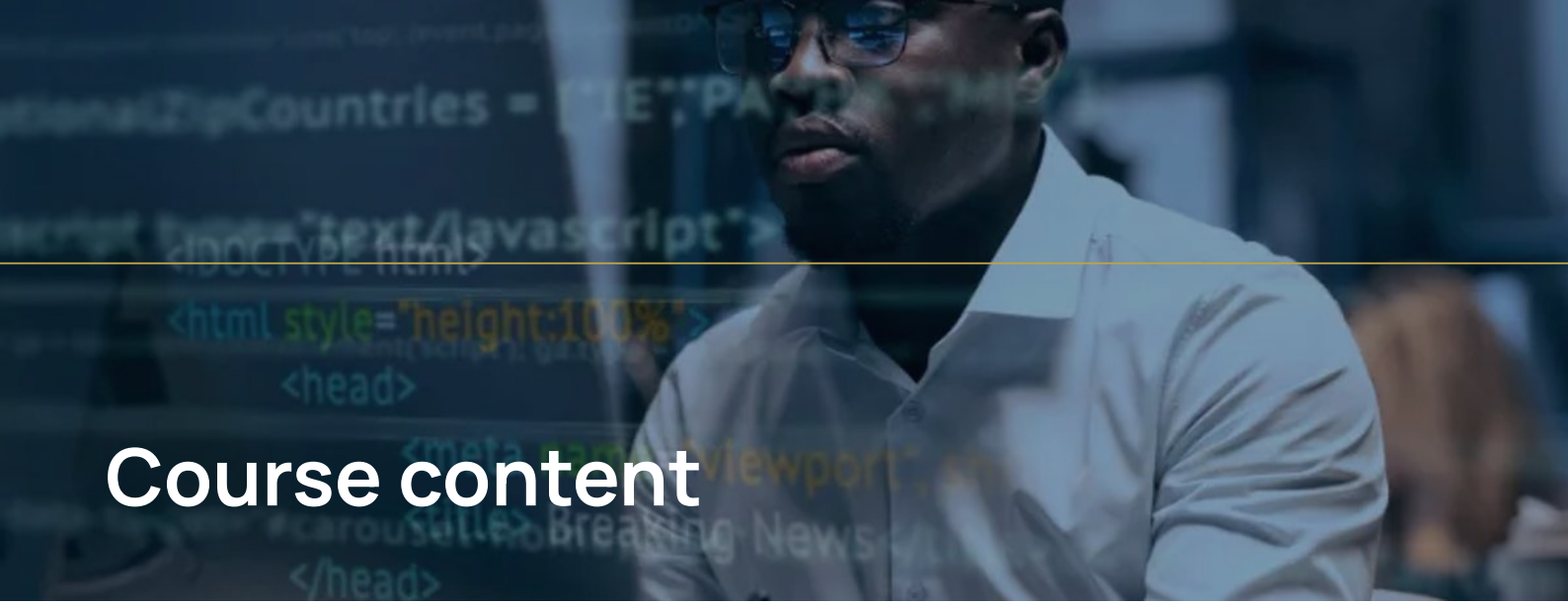
Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,650.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Amsterdam Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,540.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Singapore Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,820.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
London Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,450.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Dubai Confirmed dates	11 Jan 2027	15 Jan 2027	**€3,150.-**



Course content

Dates, venues and fees (continued)

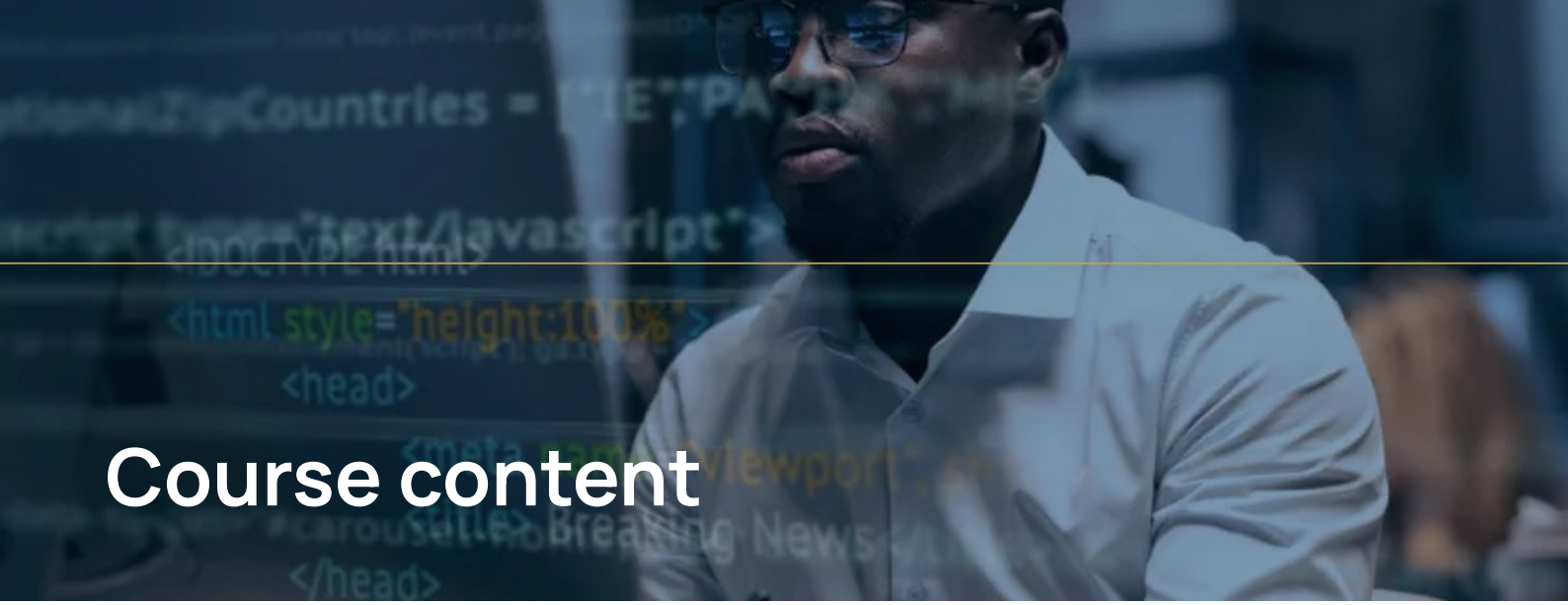
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
Vienna Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,940.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
Frankfurt Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,650.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,450.–**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.–**
Paris Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,860.–**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

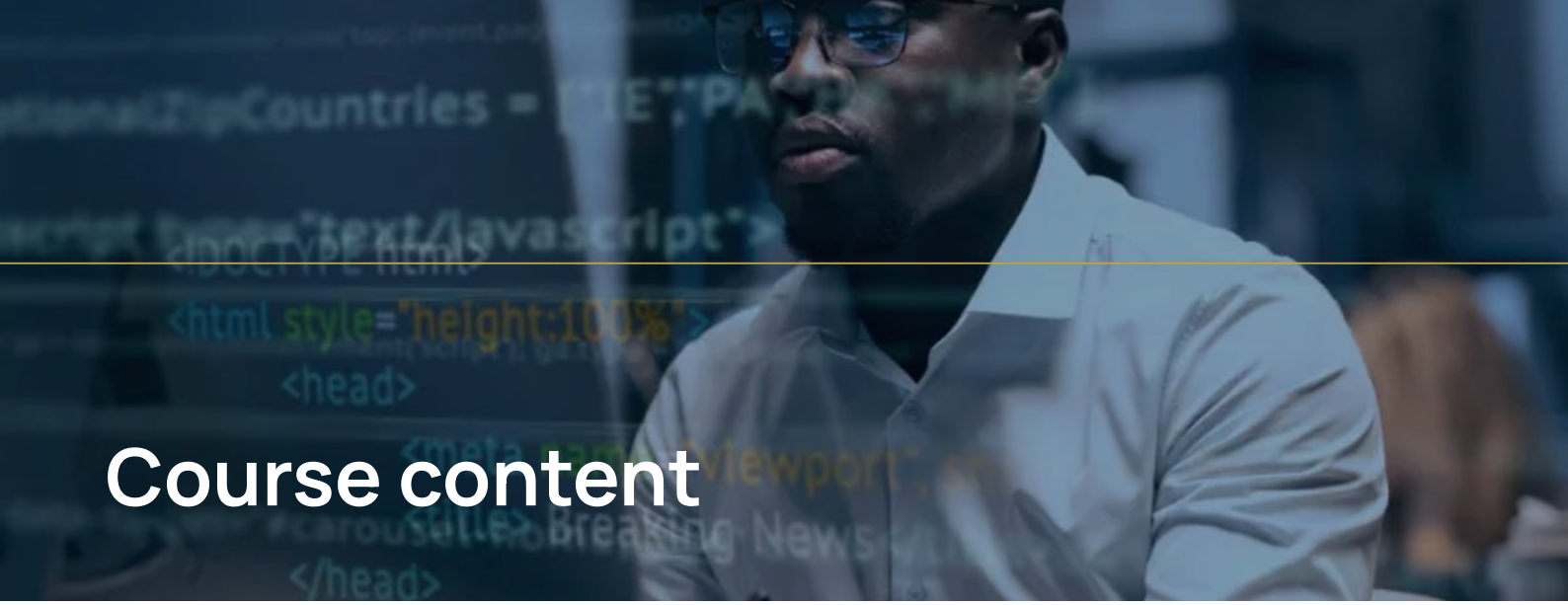
Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,650.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.-**
Amsterdam Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,540.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
Rome Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,450.-**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.-**
Singapore Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,820.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**
London Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

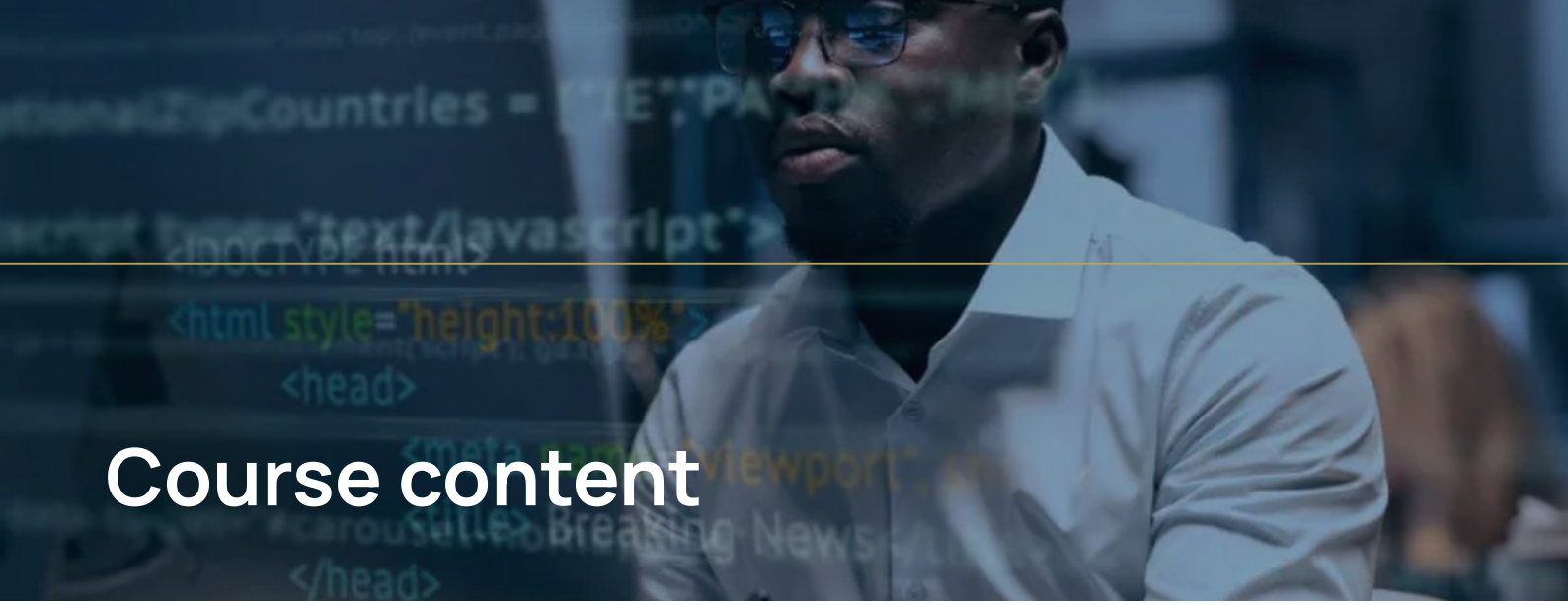
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**
Dubai Confirmed dates	10 May 2027	14 May 2027	**€3,150.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**
Barcelona Confirmed dates	17 May 2027	21 May 2027	**€2,840.–**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.–**
Frankfurt Confirmed dates	24 May 2027	28 May 2027	**€2,650.–**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,450.–**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

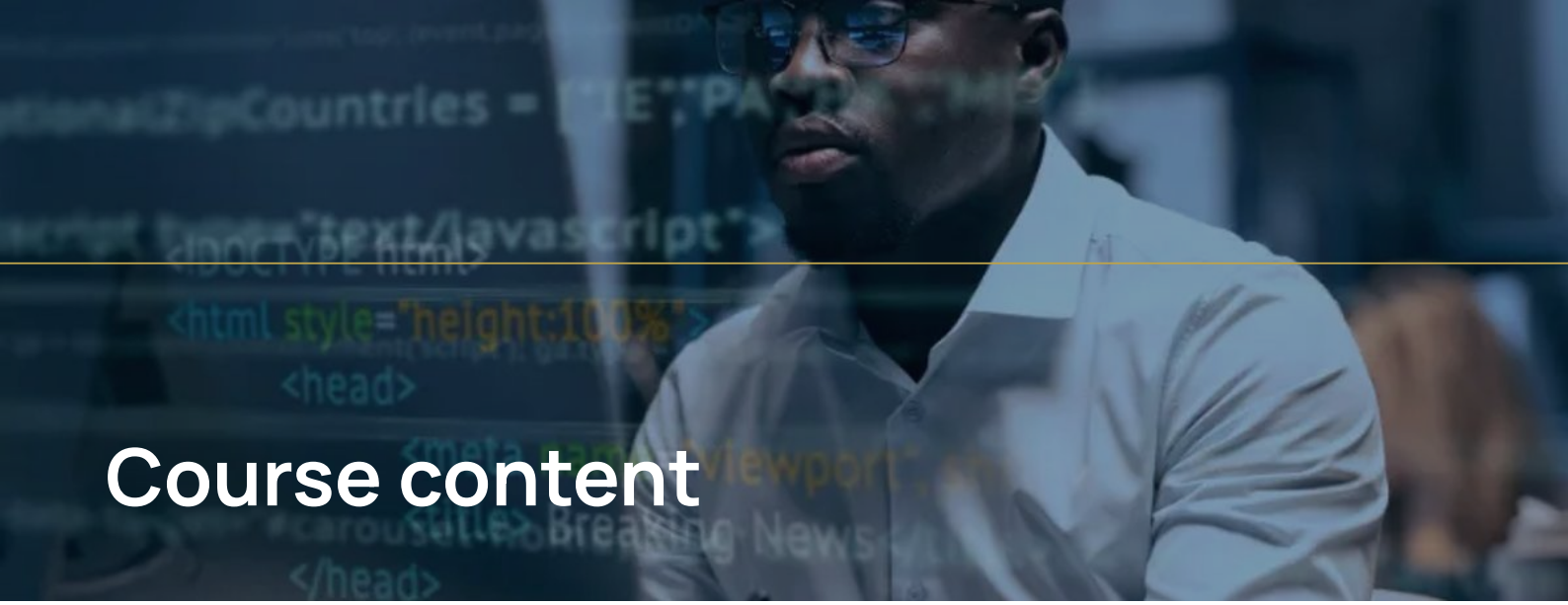
Venue	Start date	End date	Fee (EUR)
Paris Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,860.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Istanbul Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,650.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Cape Town Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,890.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Amsterdam Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,540.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Singapore Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,820.-**



Course content

Dates, venues and fees (continued)

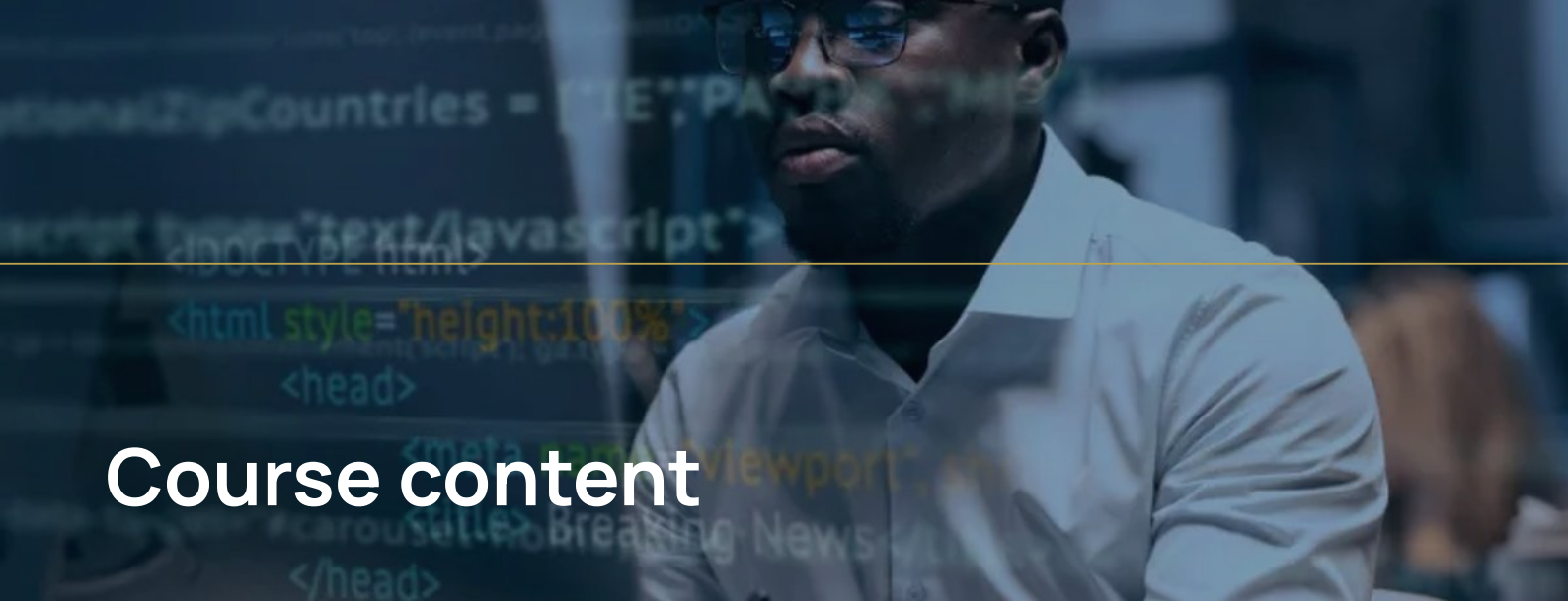
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
London Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,450.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Dubai Confirmed dates	13 Sept 2027	17 Sept 2027	**€3,150.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Frankfurt Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,650.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Rome Confirmed dates	27 Sept 2027	1 Oct 2027	**€2,450.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,450.–**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.–**
Paris Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,860.–**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.–**
Istanbul Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,650.–**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.–**
Cape Town Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,890.–**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.–**
Amsterdam Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,540.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Singapore Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,820.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
London Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,450.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

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