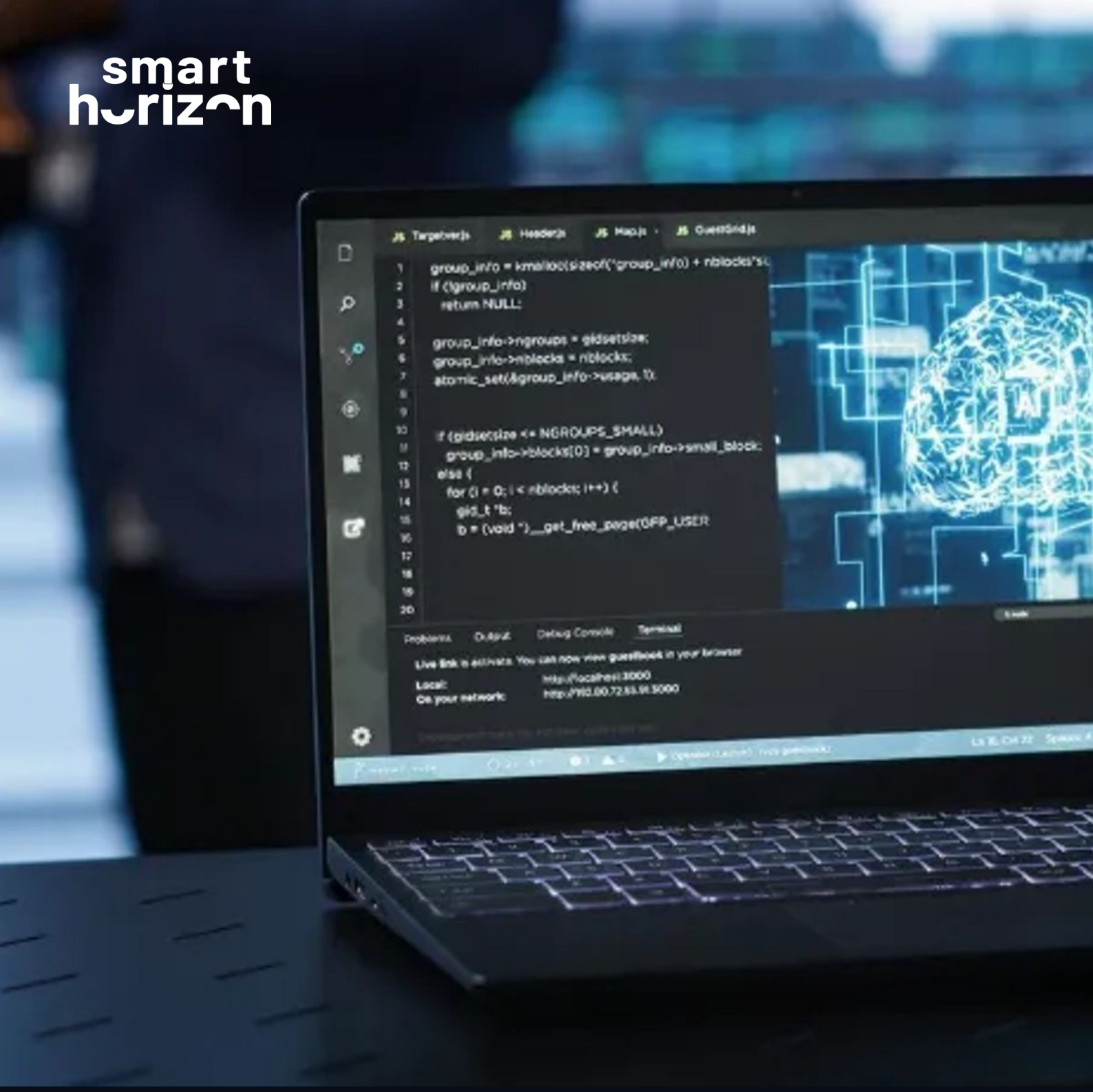


DIGITAL INNOVATION AND TRANSFORMATION | COURSE BROCHURE

ChatGPT Basics: Foundational Skills for Effective Use

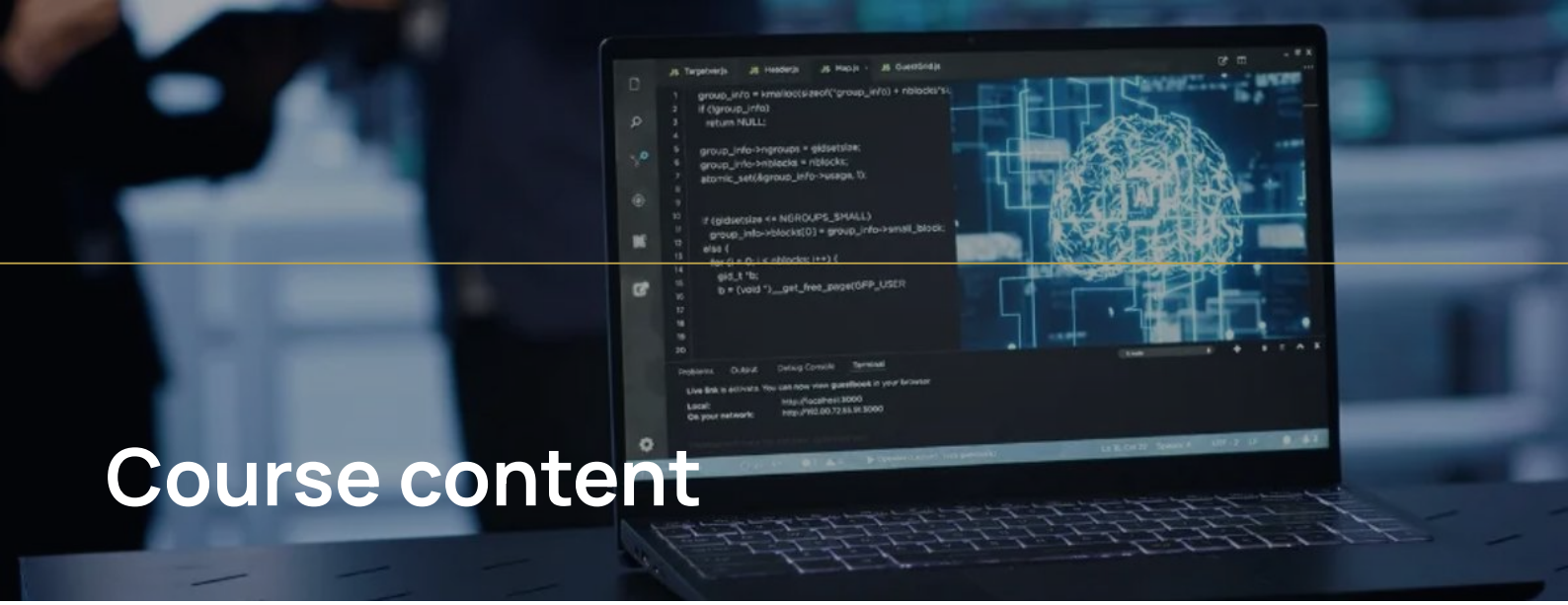
5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

This course equips professionals with foundational skills to effectively use ChatGPT in their roles. Participants will learn to leverage AI for communication, content generation, and problem-solving, enhancing productivity and decision-making in various professional contexts, ultimately driving innovation and efficiency in their work environments.

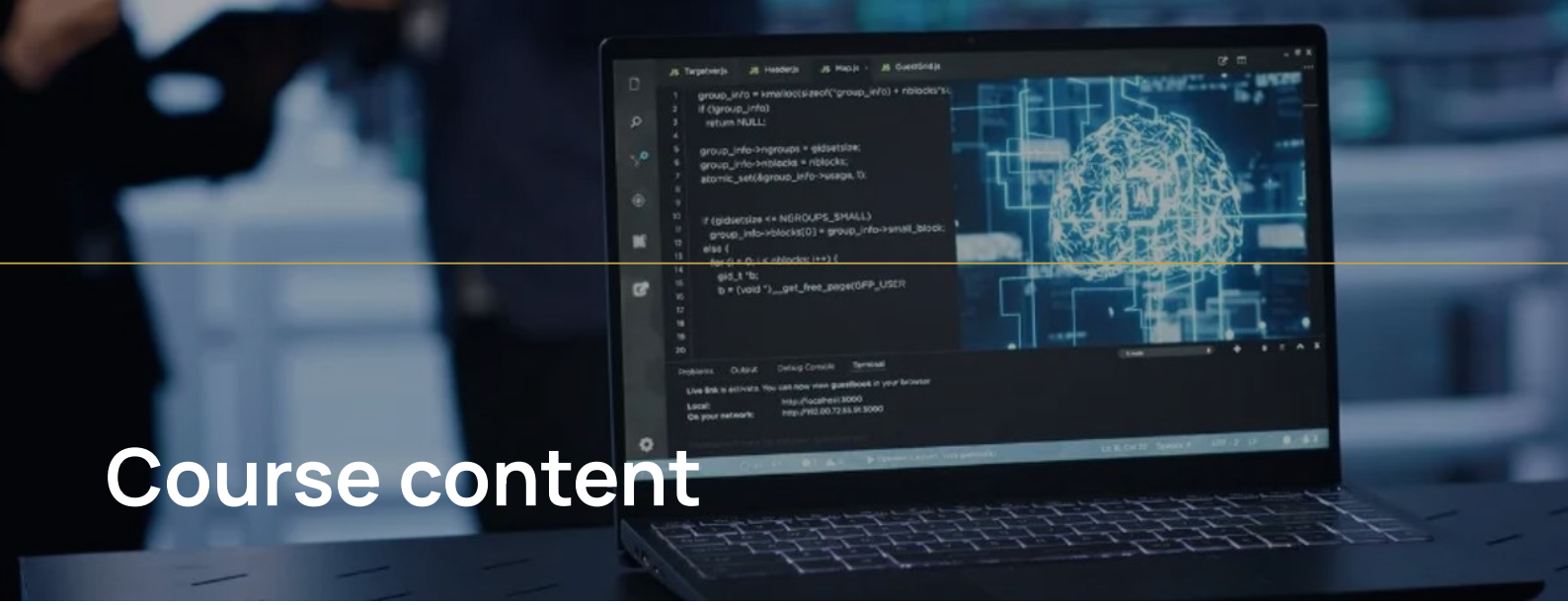
Many professionals struggle to integrate AI tools like ChatGPT into their workflows, which can hinder efficiency and innovation. Mastering the effective use of ChatGPT can transform communication strategies, streamline content creation, and enhance customer engagement. This is crucial for professionals who must adapt to rapidly changing market demands and leverage technology to maintain a competitive edge. By understanding how to use ChatGPT effectively, participants will automate routine tasks, generate creative content, and improve collaboration across teams, making it an essential skill in the modern workplace. This knowledge will empower them to make data-driven decisions that enhance their overall productivity and effectiveness.
Participants will engage in practical exercises that simulate real-world tasks, such as drafting emails, generating reports, and brainstorming ideas with ChatGPT. They will practice evaluating the quality of AI-generated content and refining it to meet professional standards. By developing these skills, professionals will be better equipped to make informed decisions, improve team collaboration, and drive business outcomes through AI-enhanced processes. This hands-on approach ensures that participants leave with actionable skills that can be directly applied to their roles, enhancing their productivity and effectiveness in using AI tools. The course will also address ethical considerations, ensuring responsible use of AI in their organisations.

Professional Problems This Course Is Designed to Solve

- Difficulty translating subject knowledge into practical workplace decisions.
- Inconsistent approaches to the activities covered in the course outline.
- Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course employs a blend of interactive workshops, hands-on exercises, and scenario-based learning to build practical capabilities. Participants will work on real-life tasks using ChatGPT, such as drafting content and generating responses to client queries. Each session culminates in a collaborative project, producing tangible outputs that demonstrate their understanding and application of the tool. Exercises will include peer reviews and group discussions to foster a deeper understanding of how to effectively utilise AI in various contexts. This approach ensures that participants not only learn theoretical concepts but also apply them in practical, workplace-relevant scenarios, enhancing their confidence in using ChatGPT effectively.



Course content

Course objectives

By the end of this course, participants will be able to:
• Demonstrate effective prompt engineering techniques for optimal ChatGPT responses.
• Generate professional emails and reports using ChatGPT for various contexts.
• Evaluate the quality of AI-generated content and make necessary adjustments.
• Design a workflow that integrates ChatGPT into daily tasks for enhanced productivity.
• Assess ethical considerations when using AI tools in professional settings.
• Construct a presentation showcasing ChatGPT applications relevant to specific roles.

Target audience

This course is suitable for:
• Marketing professionals looking to enhance content creation.
• Customer service representatives aiming to improve response efficiency.
• Project managers seeking to streamline communication processes.
• Content creators interested in leveraging AI for idea generation.

Target competencies

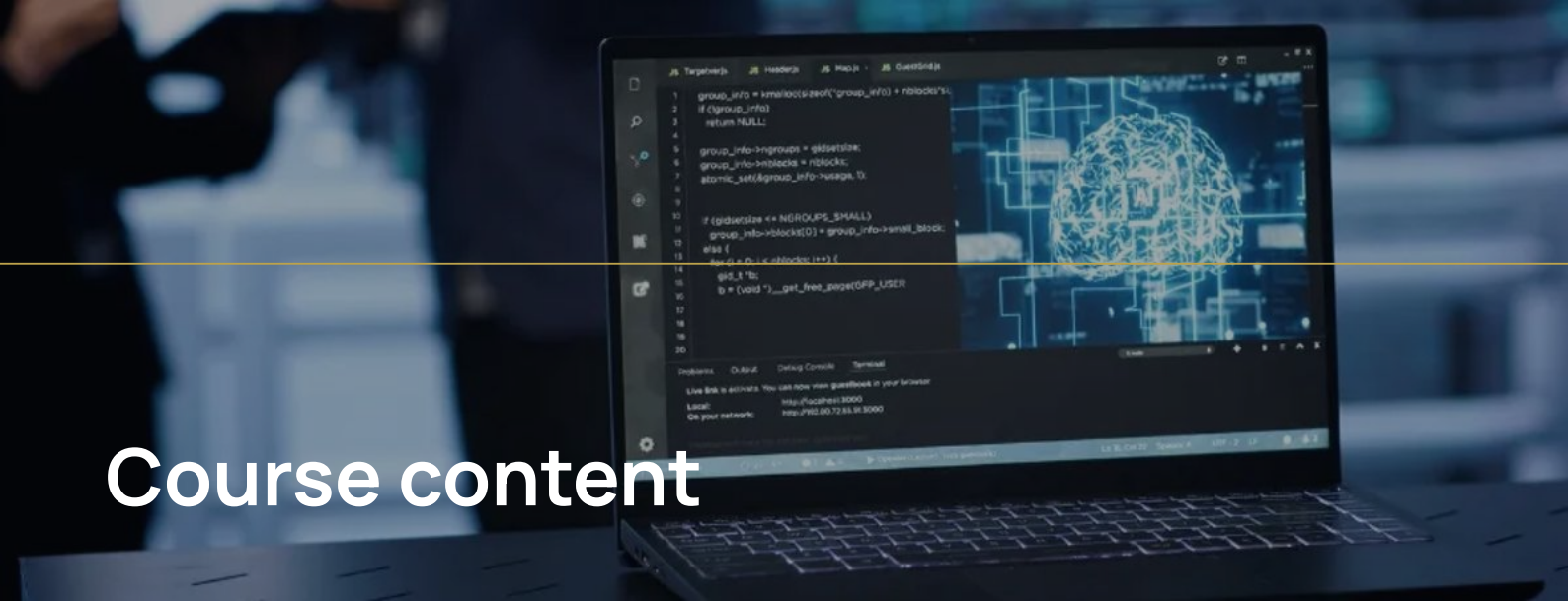
Participants will develop competencies in:
• Crafting effective prompts for AI interaction.
• Evaluating and refining AI-generated content.
• Integrating AI tools into existing workflows.
• Understanding ethical implications of AI usage.
• Creating professional documents with AI assistance.
• Presenting AI solutions to stakeholders.

Course outline

Day 1: Introduction to ChatGPT and AI Fundamentals

Applied activity: Participants will identify specific tasks in their roles where ChatGPT could be beneficial. They will draft initial prompts to test how well ChatGPT can assist with these tasks, focusing on clarity and specificity to improve outcomes.
Output: A document listing identified tasks and initial prompts for ChatGPT, including expected results.

09:00–09:54	Exploring ChatGPT's capabilities and potential applications in the workplace, including communication and content generation.



Course content

09:54–10:48	Understanding AI language models and their relevance to professional tasks across various sectors.
10:48–11:00	Identifying specific use cases for ChatGPT in marketing, customer service, and project management.
11:00–11:30	Coffee break
11:30–12:12	Identifying specific use cases for ChatGPT in marketing, customer service, and project management. (continued)
12:12–13:06	Discussing the limitations and challenges of AI tools in practice, including accuracy and bias.
13:06–14:00	Learning the basics of prompt engineering for effective AI interaction and response generation.

Day 2: Crafting Effective Prompts

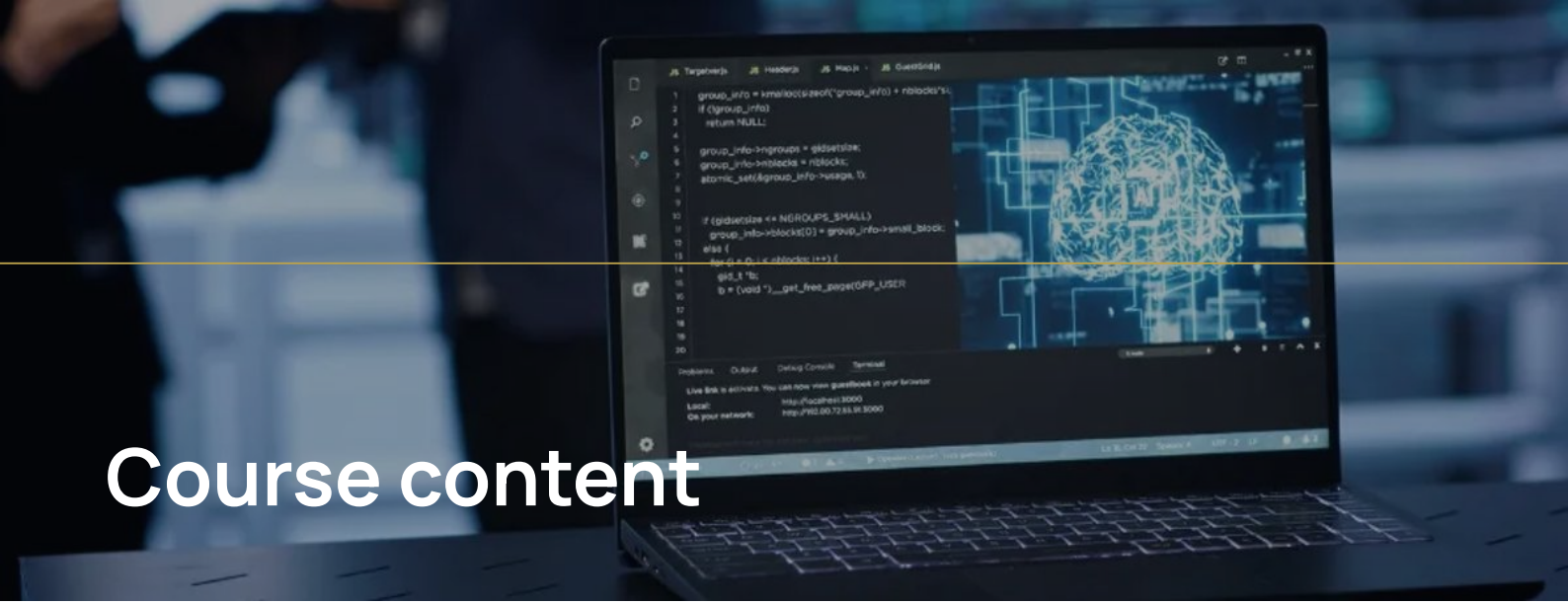
Applied activity: In small groups, participants will create and test a series of prompts aimed at generating specific content types, such as marketing emails or project summaries. They will share their findings and discuss the effectiveness of each prompt in achieving desired outcomes.
Output: A collection of tested prompts with notes on effectiveness and suggested improvements, ready for future use.

09:00–09:54	Learning principles of effective prompt engineering for AI tools, focusing on clarity and specificity.
09:54–10:48	Practicing techniques to refine prompts for improved responses, including iterative testing.
10:48–11:00	Testing different prompt variations to observe outcomes and adjust strategies accordingly.
11:00–11:30	Coffee break
11:30–12:12	Testing different prompt variations to observe outcomes and adjust strategies accordingly. (continued)
12:12–13:06	Identifying common pitfalls in prompt crafting and strategies to avoid them, enhancing user experience.
13:06–14:00	Understanding the iterative process of prompt testing and refinement for continuous improvement.

Day 3: Generating Content with ChatGPT

Applied activity: Participants will draft a professional email and a brief report using ChatGPT, focusing on clarity, tone, and audience engagement. They will then engage in peer review to provide constructive feedback on each other's drafts and suggest improvements for clarity and impact.
Output: Two polished pieces of content: an email and a report, ready for professional use.

09:00–09:54	Utilising ChatGPT for drafting professional emails and reports, focusing on structure and clarity.
09:54–10:48	Best practices for generating and editing content with AI assistance to meet professional standards.



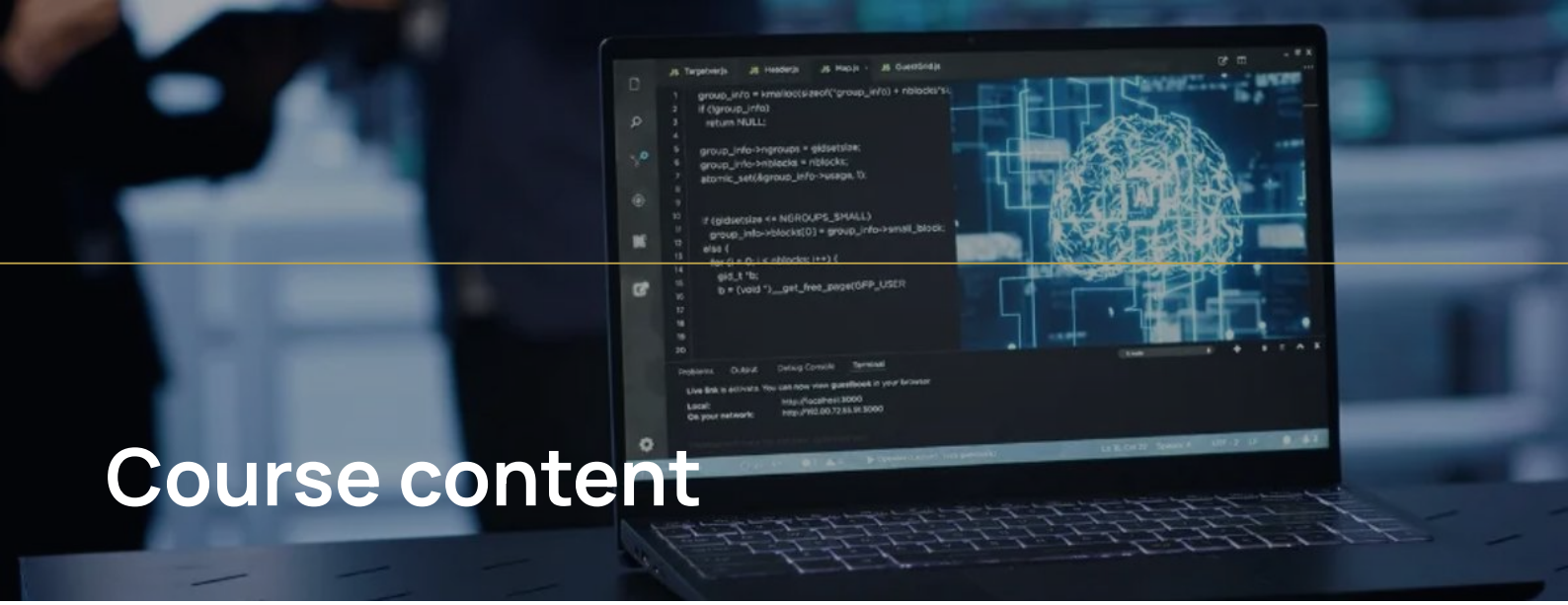
Course content

10:48–11:00	Exploring various content formats: blogs, social media posts, and presentations, tailored to target audiences.
11:00–11:30	Coffee break
11:30–12:12	Exploring various content formats: blogs, social media posts, and presentations, tailored to target audiences. (continued)
12:12–13:06	Techniques for ensuring tone and style consistency in AI-generated content across different formats.
13:06–14:00	Collaborative content creation using ChatGPT for team projects, enhancing group dynamics and creativity.

Day 4: Evaluating and Refining AI Outputs

Applied activity: Participants will evaluate a set of AI-generated responses for quality and relevance, making necessary edits to improve clarity and accuracy. They will discuss their rationale for the changes made and the impact on the final output, fostering critical thinking.
Output: A revised set of AI-generated responses with annotations explaining the edits and improvements made.

09:00–09:54	Establishing criteria for assessing the quality of AI-generated content, including relevance and accuracy.
09:54–10:48	Learning techniques for editing and enhancing AI outputs effectively to meet professional standards.
10:48–11:00	Understanding the importance of human oversight in AI-generated content to ensure quality and compliance.
11:00–11:30	Coffee break
11:30–12:12	Understanding the importance of human oversight in AI-generated content to ensure quality and compliance. (continued)
12:12–13:06	Reviewing case studies of successful AI content integration in businesses to identify best practices.
13:06–14:00	Exploring tools for content verification and fact-checking to enhance reliability of AI-generated information.



Course content

Day 5: Integrating ChatGPT into Professional Workflows

Applied activity: Participants will work in teams to develop a comprehensive workflow that integrates ChatGPT into a specific project or task. They will prepare a presentation to share their approach, expected outcomes, and how they plan to implement the workflow in their organisation.
Output: A detailed workflow document and presentation slides demonstrating ChatGPT integration.

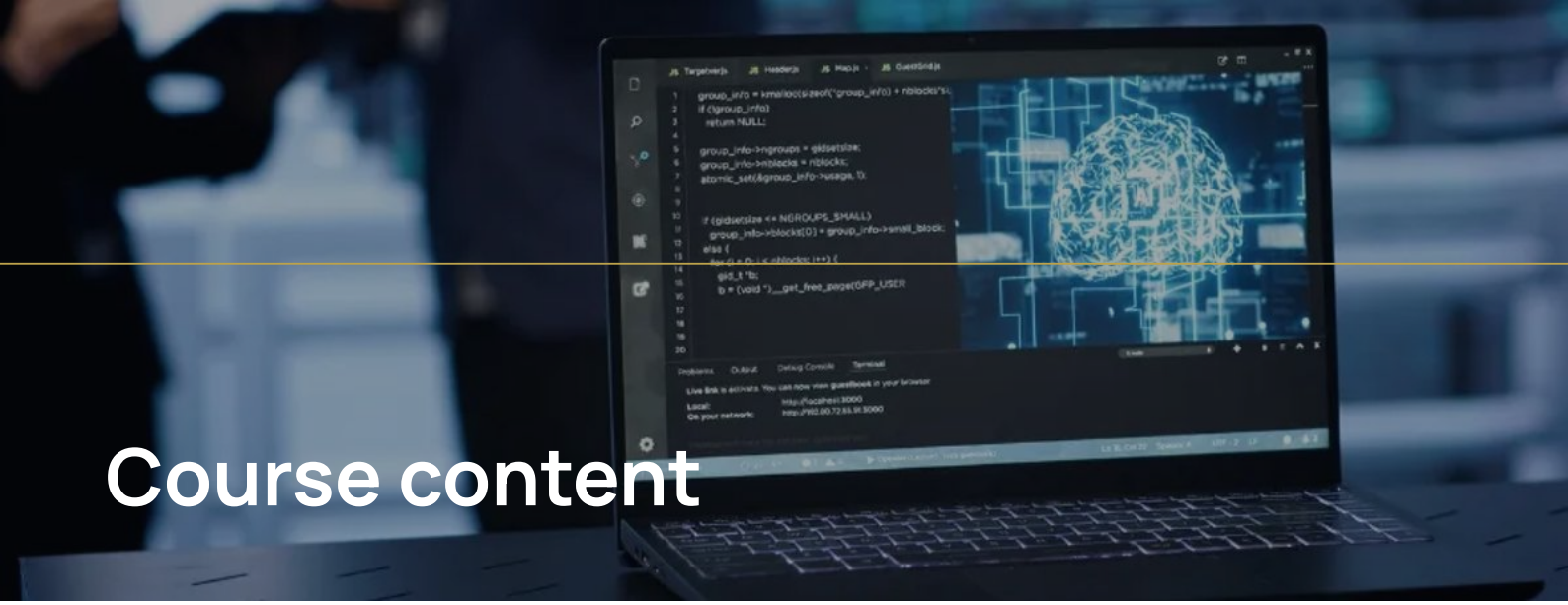
09:00–09:54	Designing workflows that effectively incorporate ChatGPT into daily tasks, enhancing efficiency and productivity.
09:54–10:48	Identifying specific tasks suitable for AI assistance and integration, tailored to individual roles.
10:48–11:00	Discussing ethical considerations and best practices for AI usage to ensure responsible implementation.
11:00–11:30	**Coffee break**
11:30–12:12	Discussing ethical considerations and best practices for AI usage to ensure responsible implementation. (continued)
12:12–13:06	Creating a presentation on ChatGPT applications tailored to specific roles, showcasing potential benefits and challenges.
13:06–14:00	Collaborative project to showcase practical ChatGPT integration in workflows, enhancing team collaboration and innovation.

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.

Dates, venues and fees

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

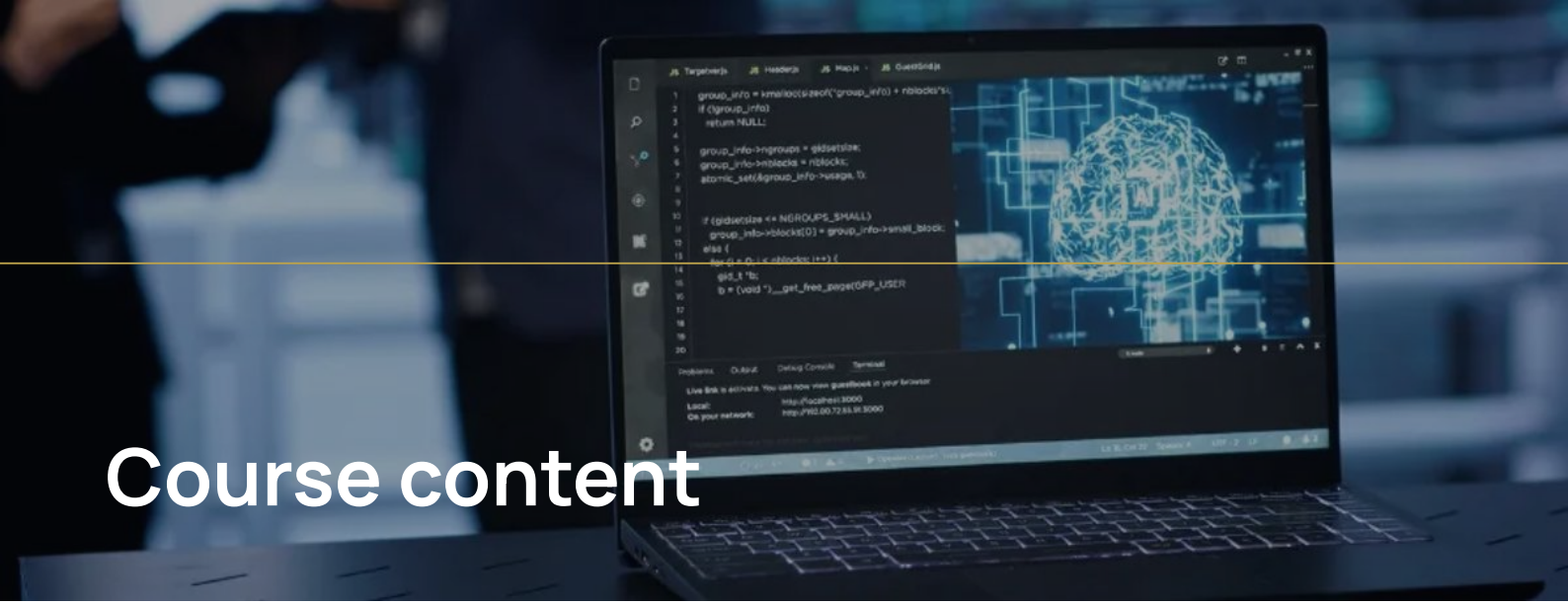
Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	9 Nov 2026	13 Nov 2026	**€3,150.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**



Course content

Dates, venues and fees (continued)

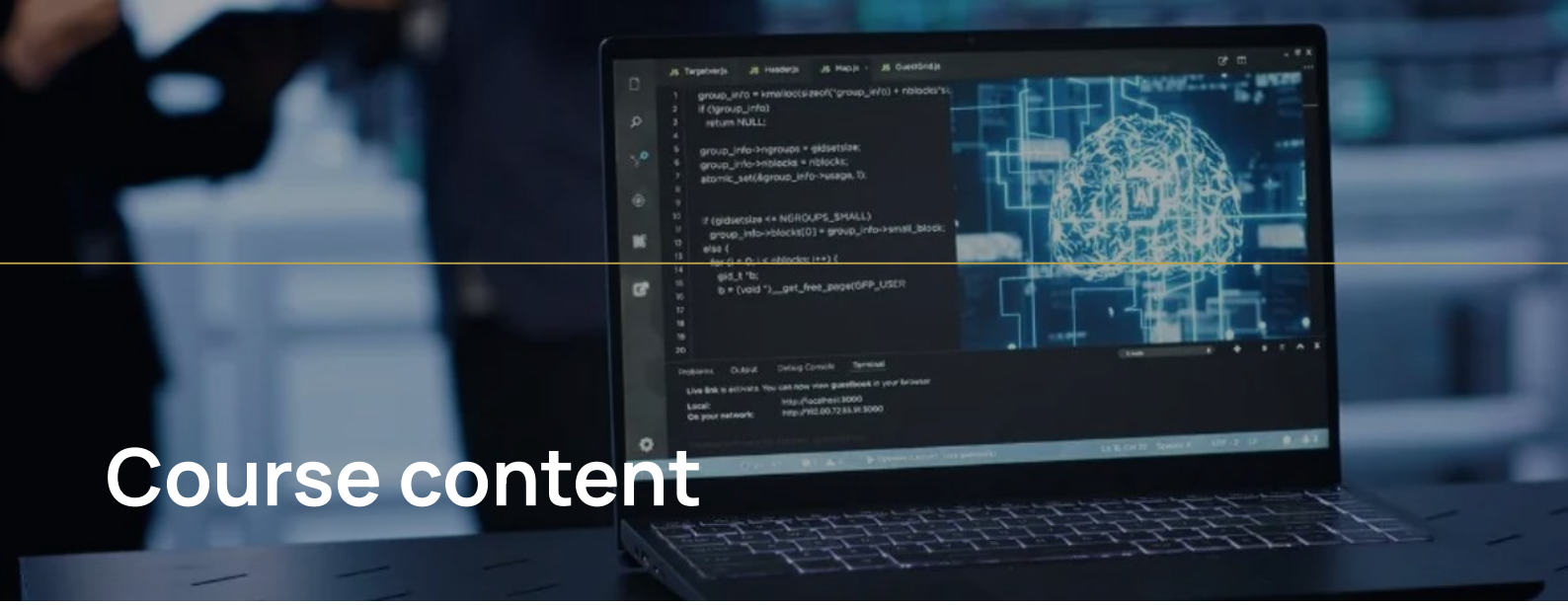
Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,940.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.–**
Frankfurt Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,650.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.–**
Kuala Lumpur Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,450.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Paris Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,860.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Istanbul Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,650.–**



Course content

Dates, venues and fees (continued)

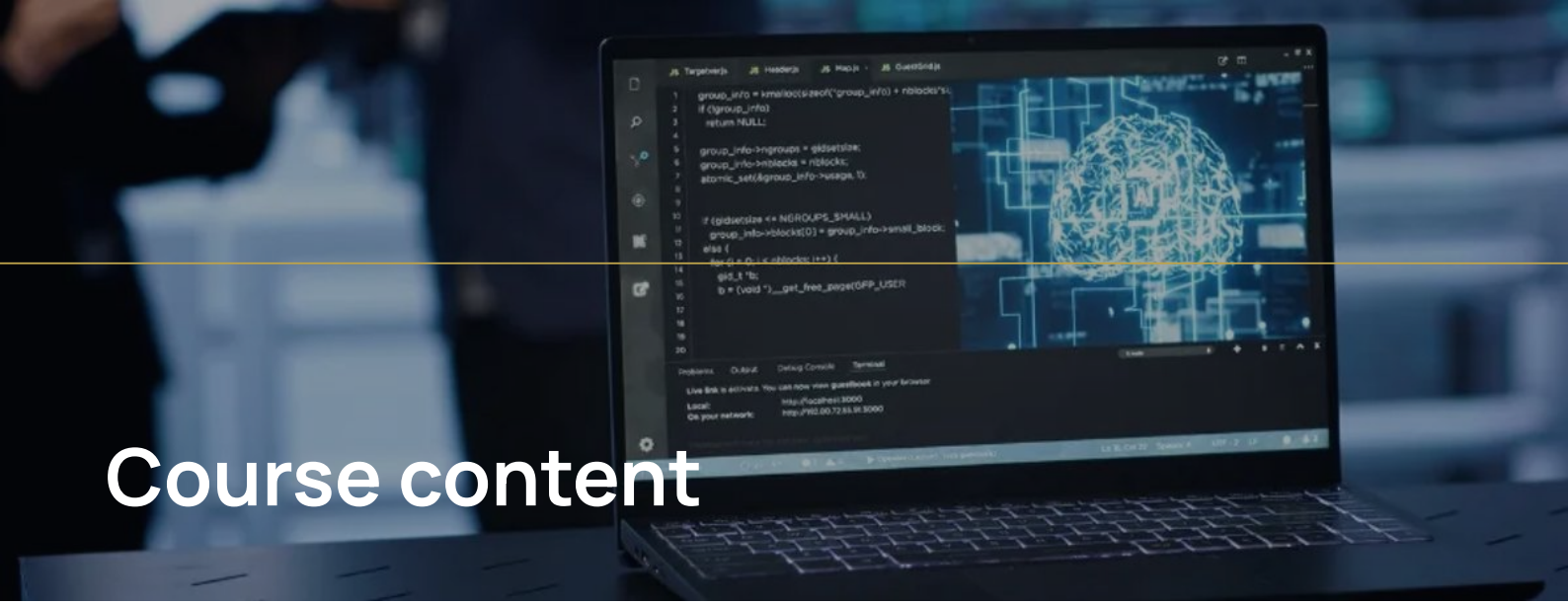
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
Amsterdam Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,540.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Singapore Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,820.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**
Cape Town Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,890.-**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.-**
London Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,450.-**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

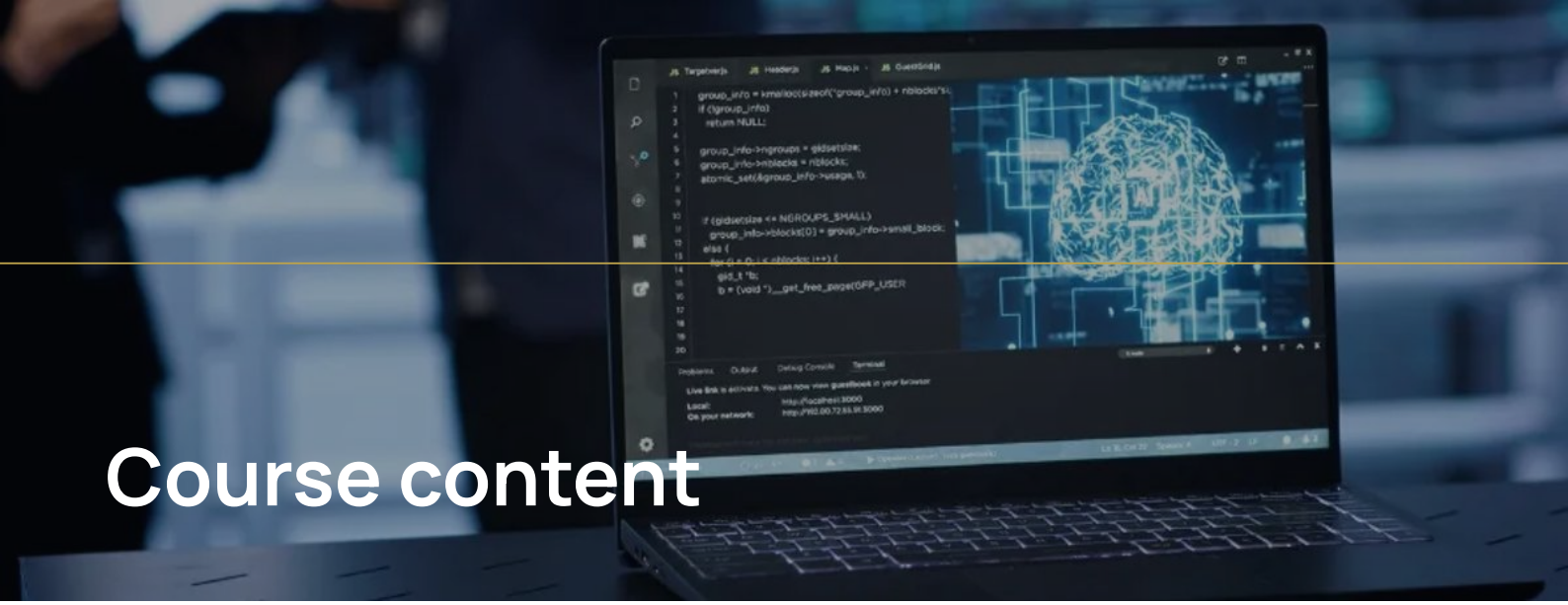
Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	8 Mar 2027	12 Mar 2027	**€3,150.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.-**
Frankfurt Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,650.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
Barcelona Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,840.-**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,450.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**
Paris Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,860.-**



Course content

Dates, venues and fees (continued)

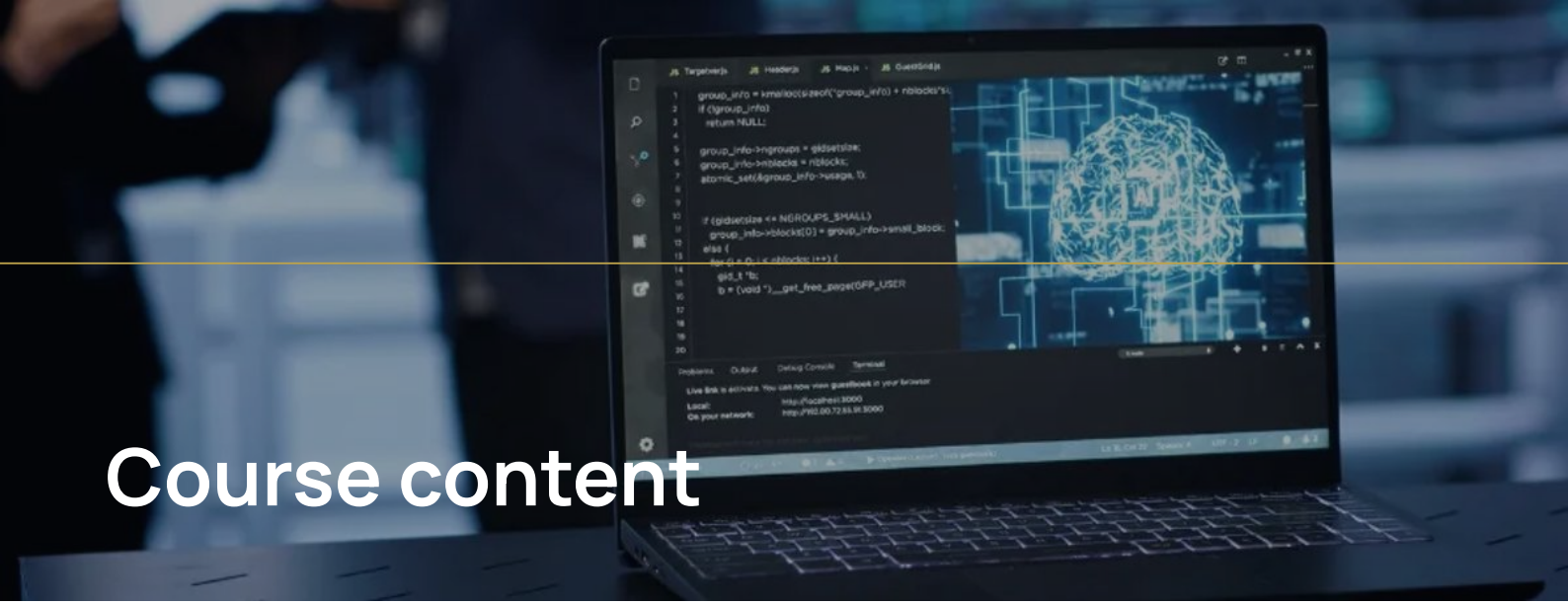
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
Istanbul Confirmed dates	10 May 2027	14 May 2027	**€2,650.-**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.-**
Amsterdam Confirmed dates	24 May 2027	28 May 2027	**€2,540.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Rome Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,450.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Singapore Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,820.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

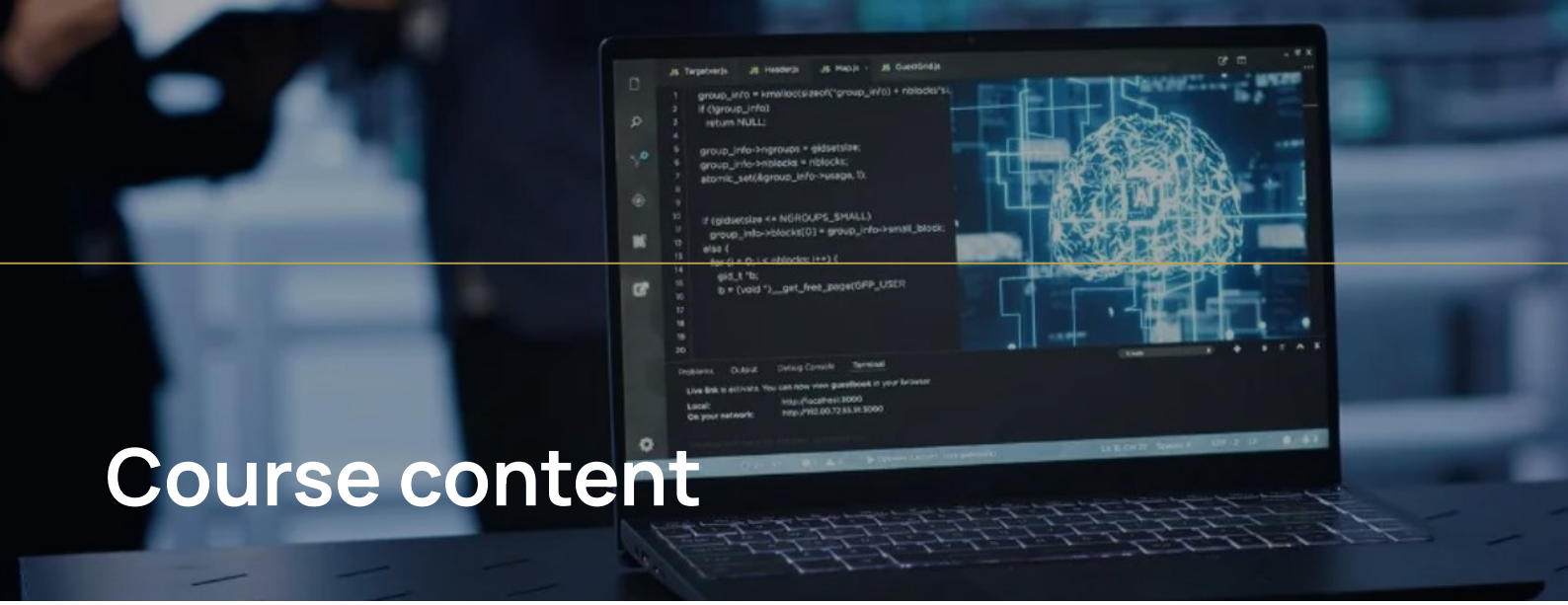
Venue	Start date	End date	Fee (EUR)
London Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,450.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Dubai Confirmed dates	12 Jul 2027	16 Jul 2027	**€3,150.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Frankfurt Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,650.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,450.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Cape Town Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,890.-**



Course content

Dates, venues and fees (continued)

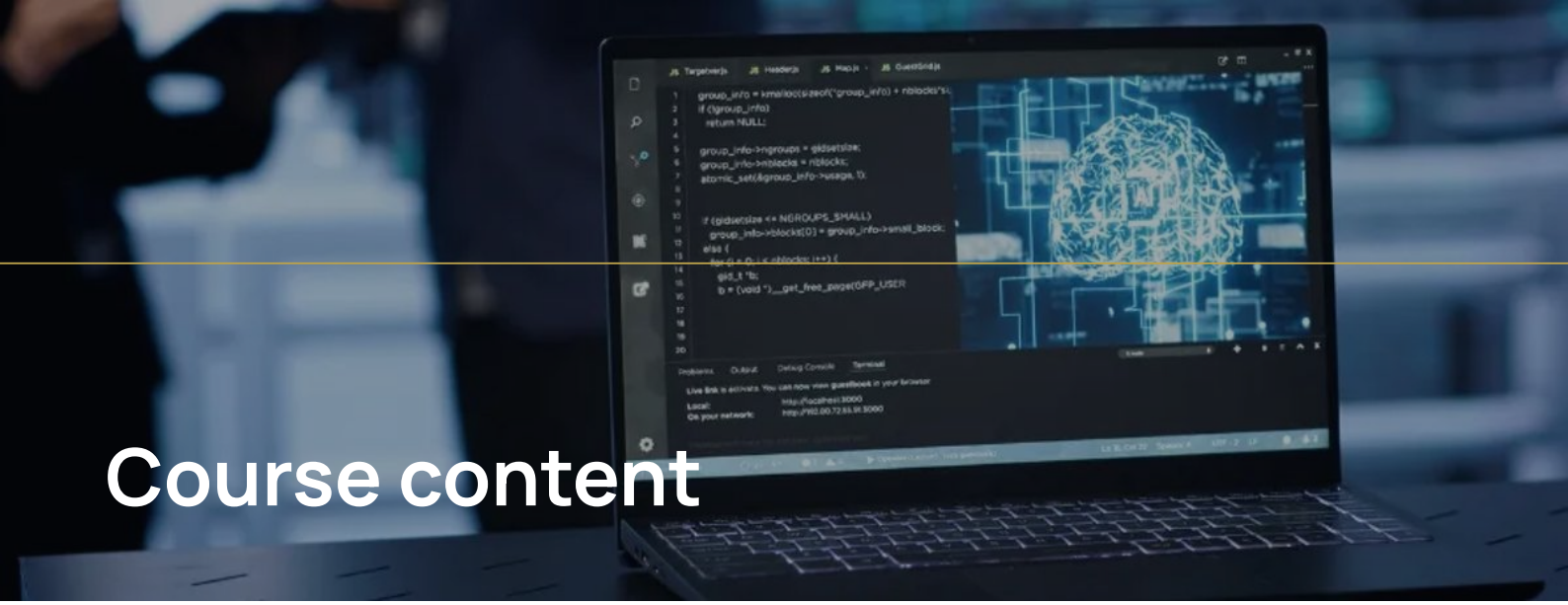
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Paris Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,860.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Istanbul Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,650.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Amsterdam Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,540.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Rome Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,450.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,820.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
London Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,450.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**
Dubai Confirmed dates	8 Nov 2027	12 Nov 2027	**€3,150.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**
Frankfurt Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,650.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
Paris Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,860.-**
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.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online