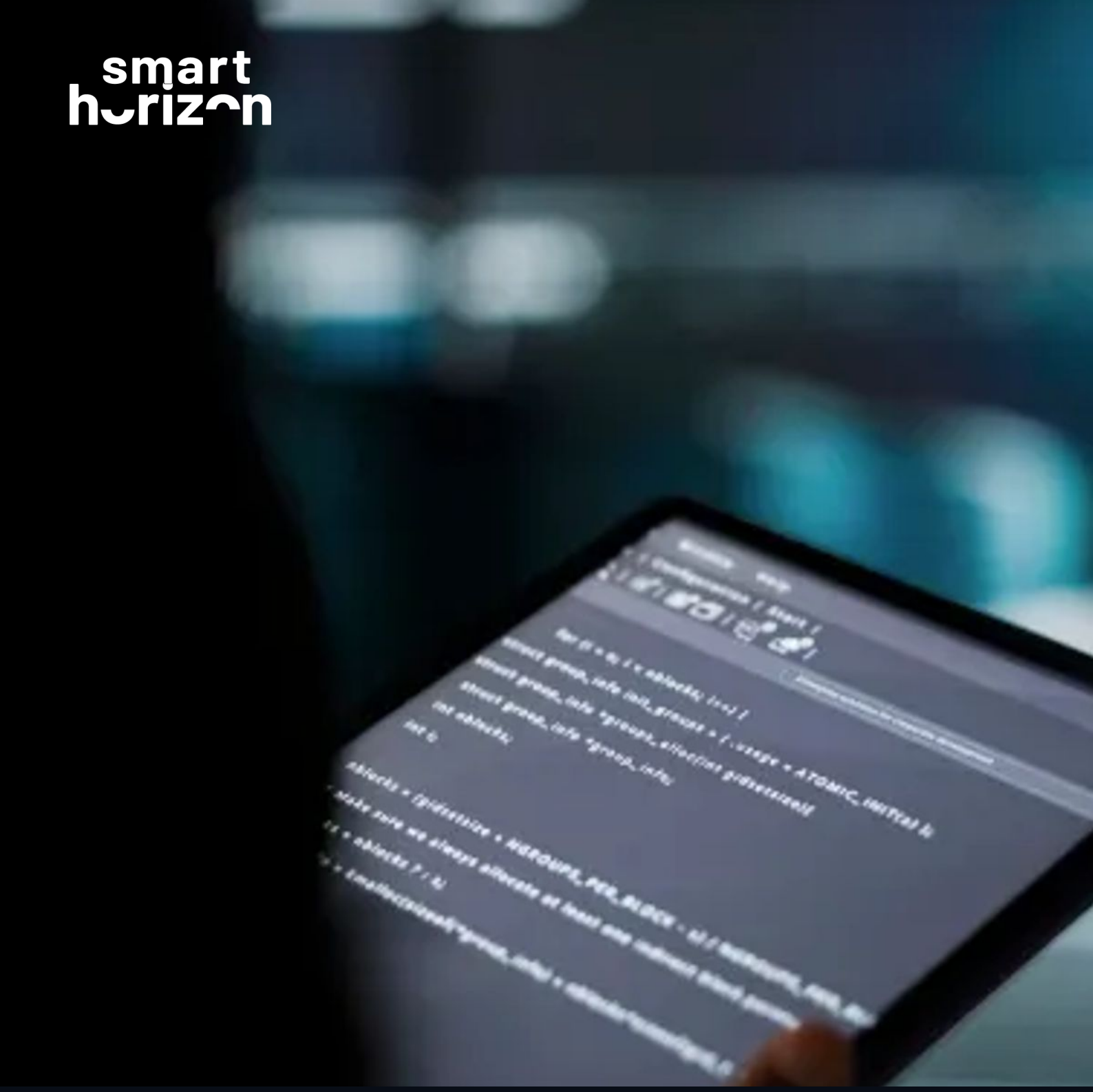


DIGITAL INNOVATION AND TRANSFORMATION | COURSE BROCHURE

ChatGPT: Performance Monitoring and Optimization

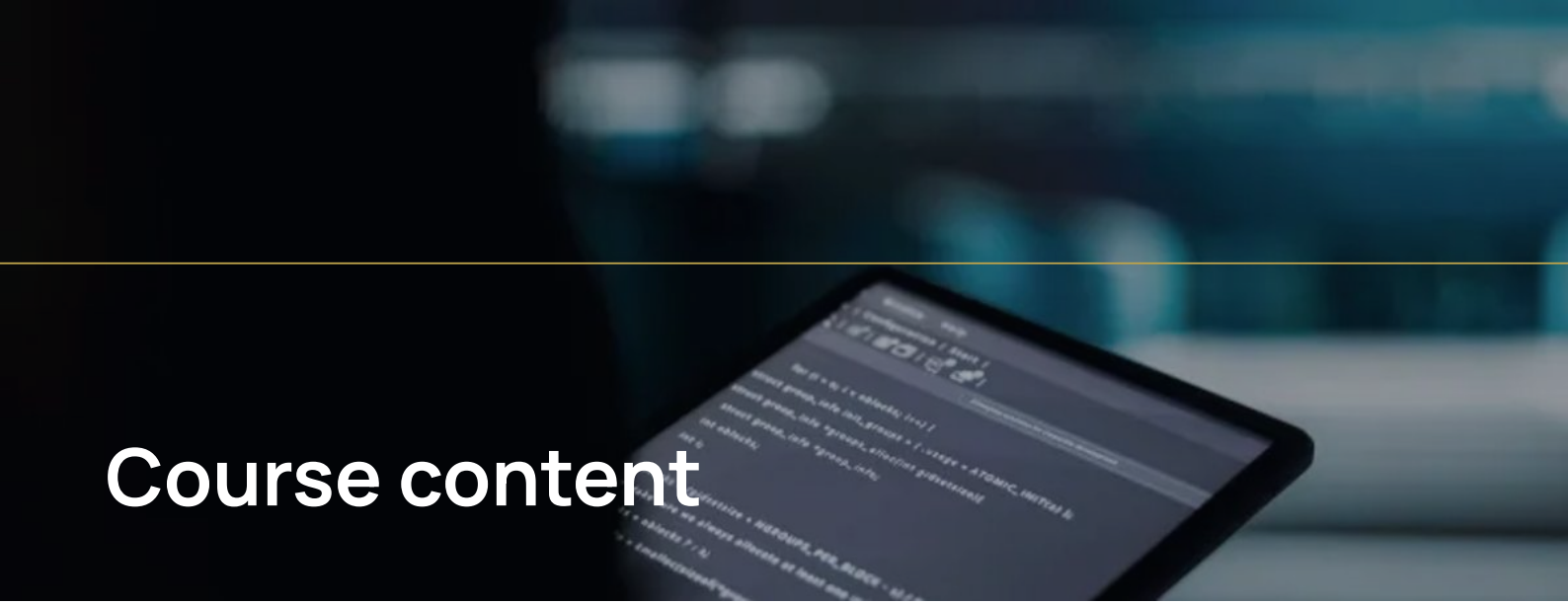
5 days | Classroom training | English

SMART HORIZON

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Amsterdam
The Netherlands

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Course content

Why attend

This course focuses on the practical application of performance monitoring and optimization techniques for ChatGPT implementations. Participants will learn to assess model performance, identify bottlenecks, and apply optimization strategies to enhance user experience and operational efficiency.

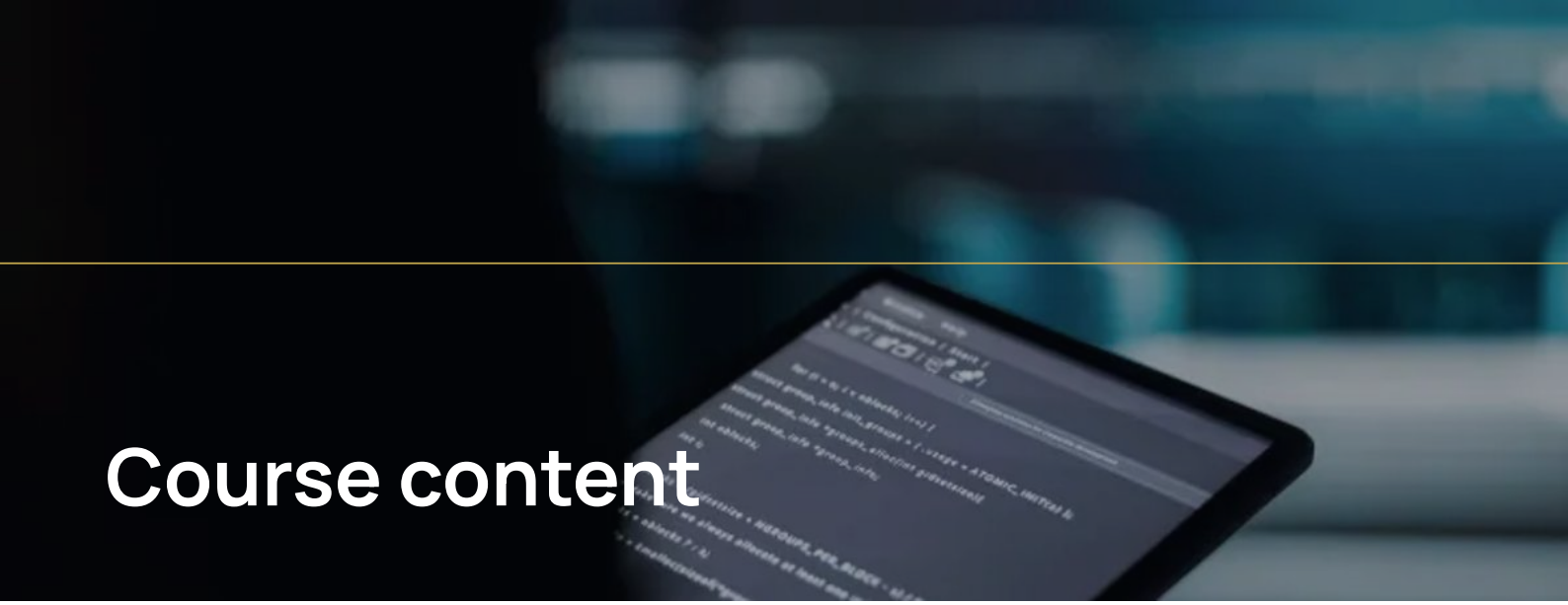
Organisations increasingly rely on AI models like ChatGPT for customer interactions and data processing. However, without effective performance monitoring, these systems can underperform, leading to poor user satisfaction, increased operational costs, and wasted resources. Understanding how to monitor and optimise performance is crucial for maintaining competitive advantage. Participants will learn to identify key performance metrics, diagnose issues, and implement strategies that directly impact user engagement, operational efficiency, and business outcomes. This course equips professionals with the skills to ensure their ChatGPT implementations meet business objectives and user expectations, ultimately driving better outcomes for their organisations.
Participants will engage in hands-on exercises that simulate real-world scenarios, such as diagnosing performance issues and implementing optimisation techniques. By developing these capabilities, attendees will be equipped to make informed decisions that enhance the effectiveness of ChatGPT in their organisations, ultimately improving service delivery and operational outcomes. The course will also cover the integration of monitoring tools, enabling participants to create a comprehensive performance monitoring framework that supports ongoing evaluation and continuous improvement. This practical approach ensures that learners can apply their knowledge immediately to their workplace challenges, enhancing both individual and organisational performance.

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 theoretical instruction and practical application through workshops, case studies, and simulations. Participants will engage in exercises that require them to analyse performance metrics, diagnose issues, and apply optimisation techniques. For example, participants will work with real-time data to identify performance bottlenecks and develop actionable strategies. Outputs will include performance assessment reports and optimisation plans, ensuring participants leave with tangible skills and documentation they can implement in their roles. This hands-on approach fosters a deeper understanding of the concepts and encourages collaboration among participants, enhancing the overall learning experience and ensuring practical applicability in their work environments.



Course content

Course objectives

By the end of this course, participants will be able to:
• Assess ChatGPT performance using relevant metrics and benchmarks to identify areas for improvement.
• Diagnose common performance issues in AI implementations through data analysis and troubleshooting techniques.
• Design optimisation strategies tailored to specific use cases based on performance data and user feedback.
• Compare different monitoring tools and their effectiveness for ChatGPT to select the most suitable options for specific needs.
• Prioritise optimisation tasks based on impact and feasibility, ensuring efficient resource allocation.
• Construct a performance monitoring framework for ongoing evaluation of ChatGPT implementations, incorporating best practices.
• Justify the selection of optimisation techniques based on data analysis and expected outcomes to support decision-making.
• Evaluate the effectiveness of implemented optimisation strategies through performance metrics and user satisfaction surveys.

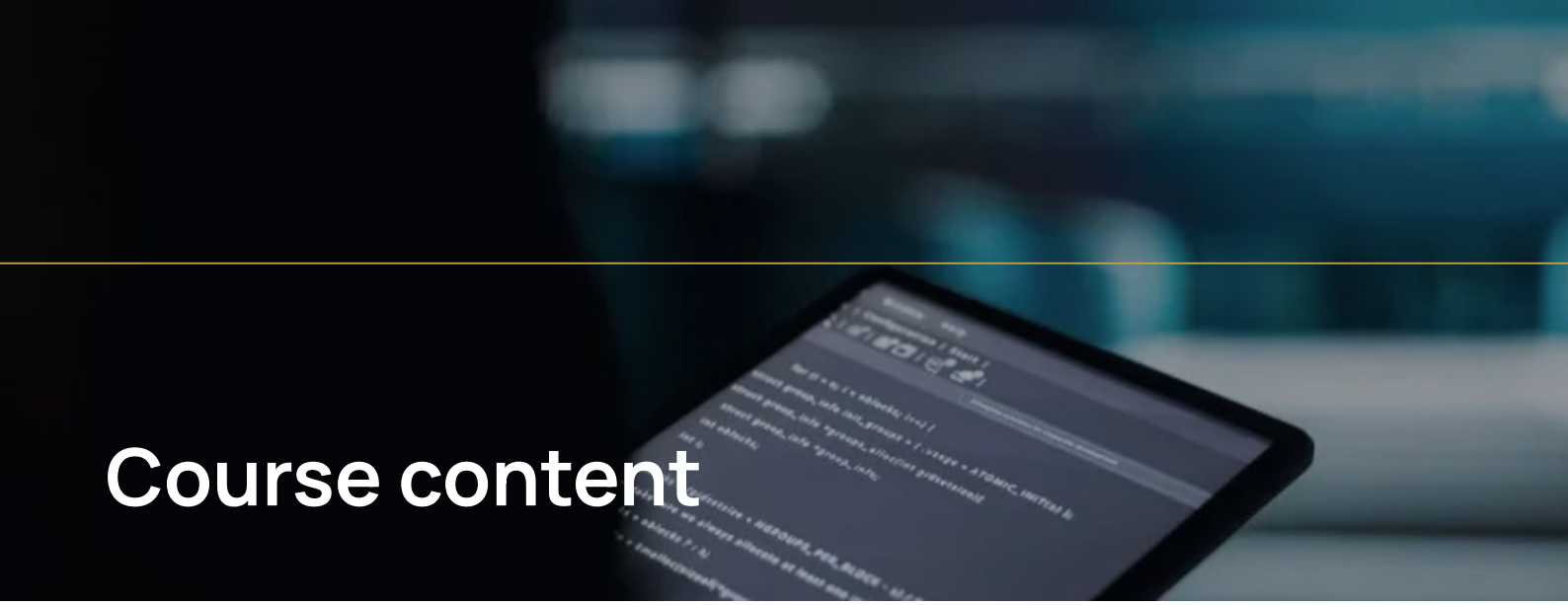
Target audience

This course is suitable for:
• AI Product Managers responsible for overseeing ChatGPT deployments and ensuring optimal performance.
• Data Scientists focused on model performance and optimisation, tasked with improving AI outputs.
• Technical Support Teams managing AI-driven customer interactions and resolving performance-related issues.
• Business Analysts analysing user engagement and satisfaction metrics to inform strategic decisions.

Target competencies

Participants will develop competencies in:
• Ability to analyse performance metrics for AI models and identify trends.
• Skill in diagnosing and troubleshooting performance issues effectively.
• Proficiency in designing tailored optimisation strategies based on data insights.
• Capability to compare and select appropriate monitoring tools for specific applications.
• Expertise in constructing performance monitoring frameworks that support continuous improvement.
• Competence in evaluating the impact of optimisation efforts on user experience.

Course outline



Course content

Day 1: Understanding ChatGPT Performance Metrics

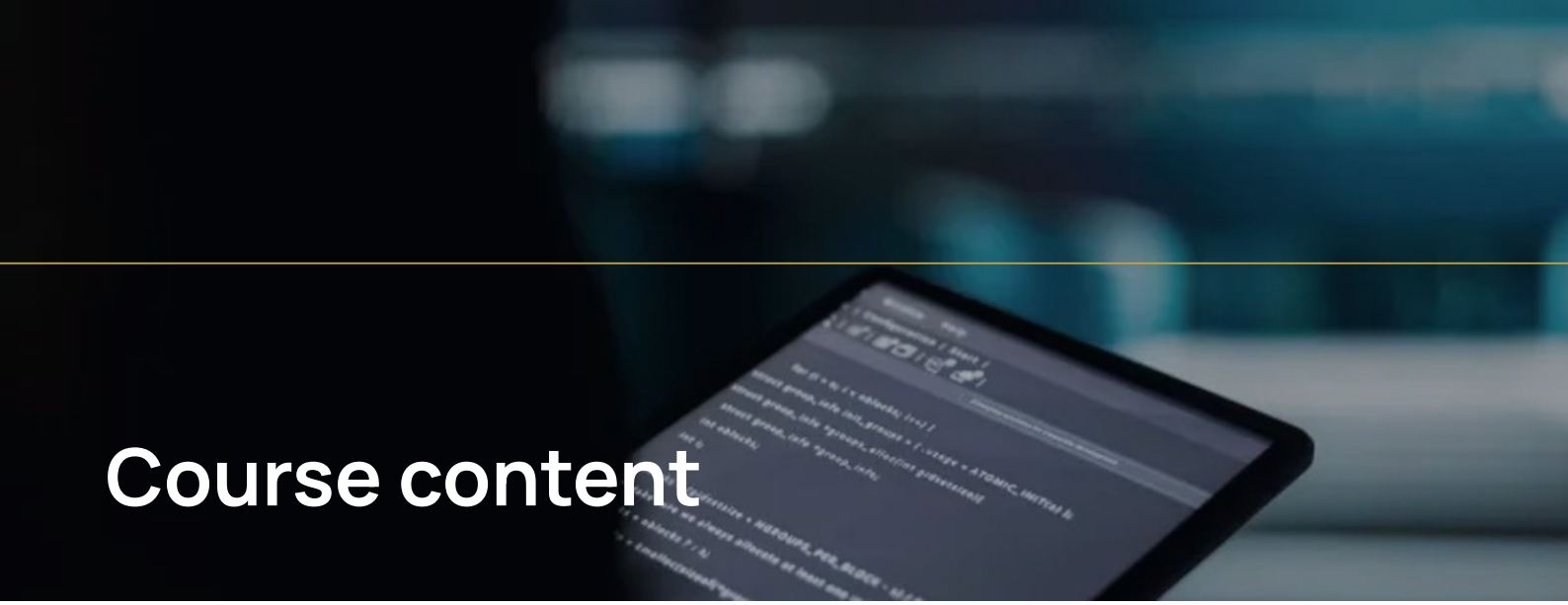
Applied activity: Participants will analyse a provided performance report of a ChatGPT implementation, identifying key metrics and areas for improvement. They will discuss findings in small groups to enhance understanding and develop a shared approach to performance assessment.
Output: A summary report highlighting key performance metrics and suggested areas for optimisation.

09:00–09:54	Introduction to performance metrics for AI models and their significance in monitoring effectiveness.
09:54–10:48	Key performance indicators (KPIs) for ChatGPT, including response time and user satisfaction.
10:48–11:00	Benchmarking against industry standards to assess competitive performance.
11:00–11:30	**Coffee break**
11:30–12:12	Benchmarking against industry standards to assess competitive performance. (continued)
12:12–13:06	Data collection methods for performance analysis, including user feedback and system logs.
13:06–14:00	Interpreting performance reports and dashboards to inform decision-making processes.

Day 2: Identifying and Diagnosing Performance Issues

Applied activity: In teams, participants will review a case study of a ChatGPT deployment that experienced performance issues. They will diagnose the problems using provided data and propose solutions based on their analysis and discussions.
Output: A diagnostic report detailing identified issues and proposed solutions for performance enhancement.

09:00–09:54	Common performance bottlenecks in ChatGPT, including latency and accuracy issues.
09:54–10:48	Techniques for diagnosing performance issues, such as root cause analysis and user feedback.
10:48–11:00	Using logs and analytics for troubleshooting, including identifying patterns in user interactions.
11:00–11:30	**Coffee break**
11:30–12:12	Using logs and analytics for troubleshooting, including identifying patterns in user interactions. (continued)
12:12–13:06	Case studies of performance failures to illustrate common pitfalls and solutions.
13:06–14:00	Group discussion on real-world challenges faced in optimising AI performance.



Course content

Day 3: Optimisation Strategies for ChatGPT

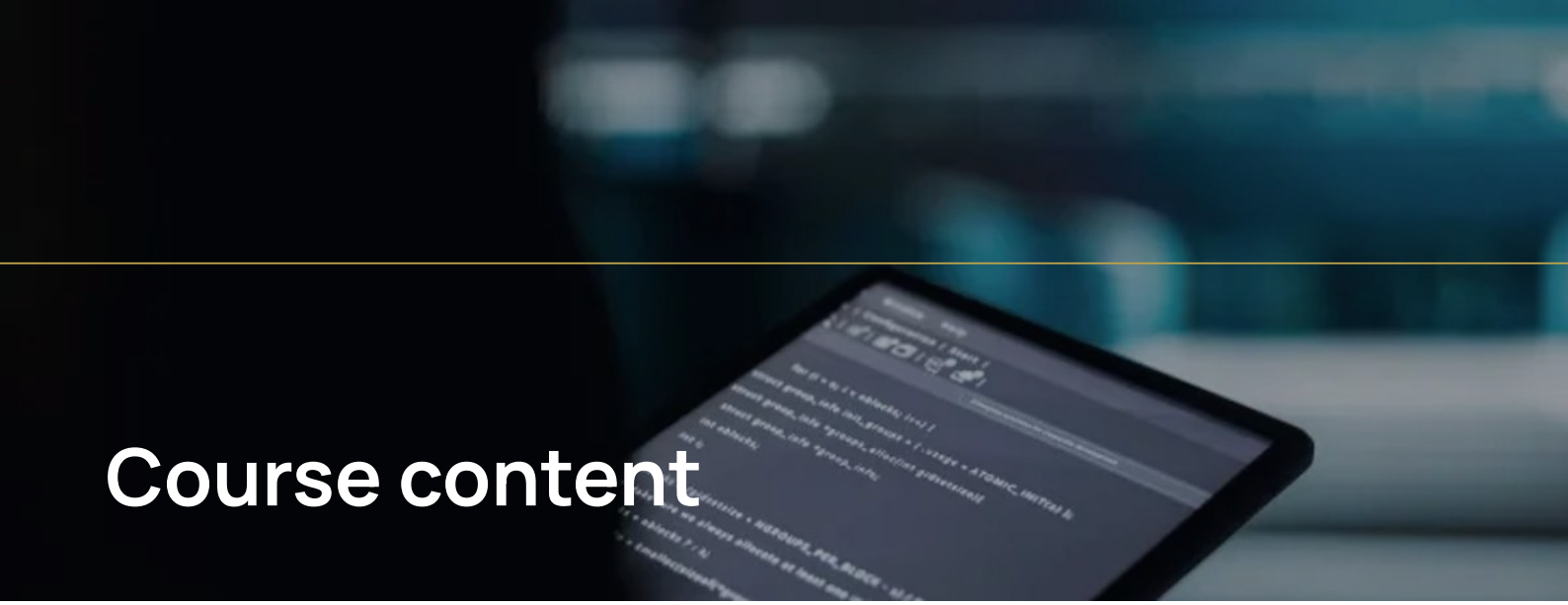
Applied activity: Participants will develop an optimisation plan for a fictional ChatGPT deployment, incorporating user feedback and performance metrics to justify their choices. They will present their plans to the group for feedback.
Output: An optimisation plan document outlining strategies, expected outcomes, and implementation steps.

09:00–09:54	Overview of optimisation techniques for AI models, including parameter tuning and algorithm adjustments.
09:54–10:48	Fine-tuning parameters for improved performance, focusing on response accuracy and speed.
10:48–11:00	Utilising user feedback for iterative improvements and feature enhancements.
11:00–11:30	**Coffee break**
11:30–12:12	Utilising user feedback for iterative improvements and feature enhancements. (continued)
12:12–13:06	Implementing caching and load balancing strategies to manage user demand effectively.
13:06–14:00	Evaluating the impact of optimisations through A/B testing and performance metrics.

Day 4: Monitoring Tools and Frameworks

Applied activity: Participants will select a monitoring tool for a hypothetical ChatGPT implementation, justifying their choice based on specific requirements and constraints. They will create a brief integration plan for the selected tool.
Output: A presentation summarising the selected tool, its features, and the proposed integration plan.

09:00–09:54	Introduction to performance monitoring tools, including analytics platforms and dashboards.
09:54–10:48	Comparative analysis of monitoring solutions, focusing on features and usability for ChatGPT.
10:48–11:00	Setting up a monitoring framework for ChatGPT, including data collection and reporting processes.
11:00–11:30	**Coffee break**
11:30–12:12	Setting up a monitoring framework for ChatGPT, including data collection and reporting processes. (continued)
12:12–13:06	Integrating monitoring tools with existing systems to streamline performance evaluation.
13:06–14:00	Best practices for ongoing performance evaluation, including regular reviews and updates.



Course content

Day 5: Integrated Performance Review and Optimisation

Applied activity: In a capstone project, participants will simulate a full performance review and optimisation cycle for a ChatGPT deployment, incorporating all previous learning into a cohesive strategy. They will work in groups to present their findings.
Output: A comprehensive performance review and optimisation strategy document, including recommendations for future actions.

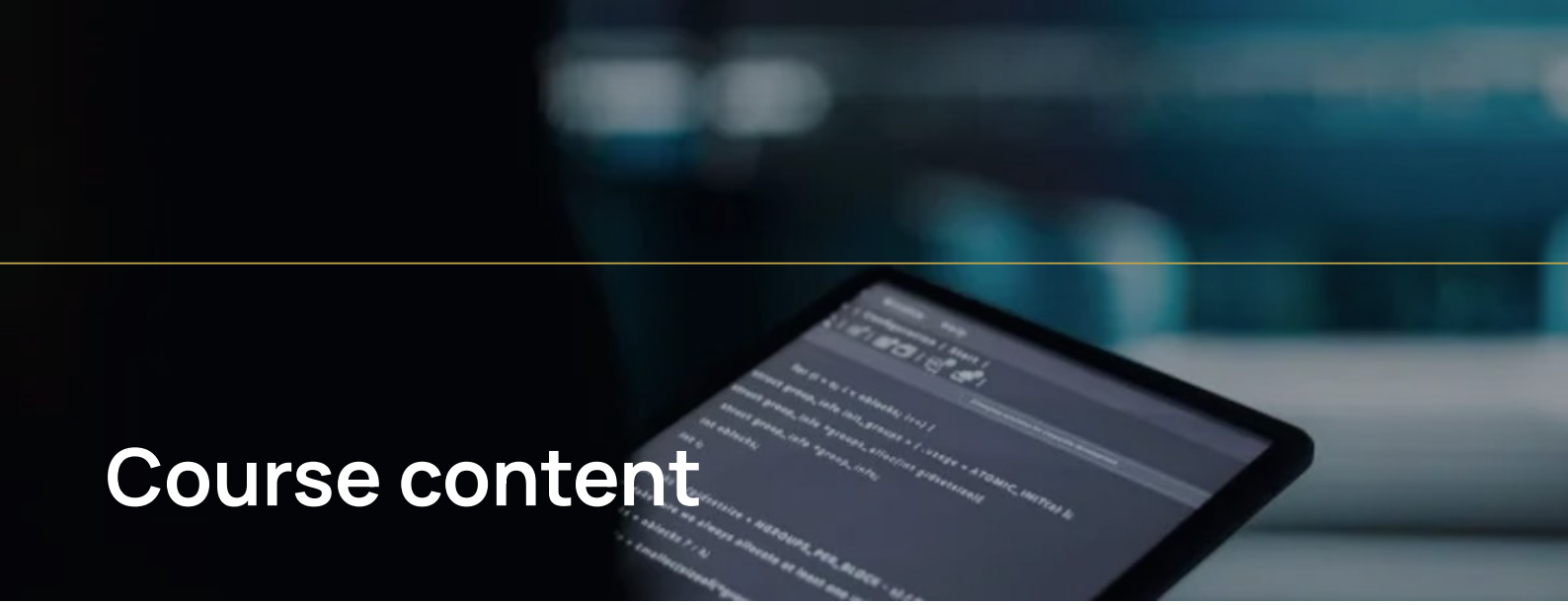
09:00–09:54	Conducting a comprehensive performance review, including data analysis and stakeholder feedback.
09:54–10:48	Integrating monitoring and optimisation efforts to create a cohesive strategy for performance enhancement.
10:48–11:00	Developing a continuous improvement plan that outlines future monitoring and optimisation activities.
11:00–11:30	**Coffee break**
11:30–12:12	Developing a continuous improvement plan that outlines future monitoring and optimisation activities. (continued)
12:12–13:06	Collaborative workshop on real-world scenarios to apply learned concepts and strategies.
13:06–14:00	Preparing for future performance challenges, including scalability and evolving user needs.

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.

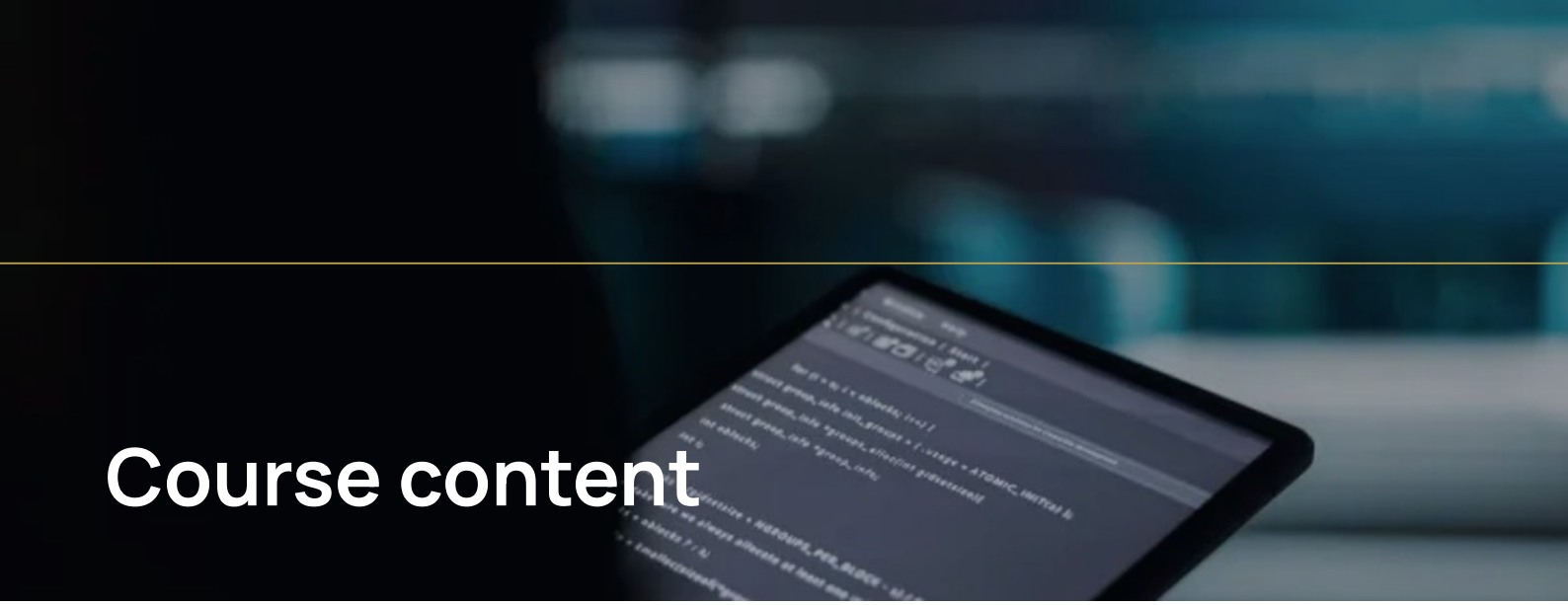
Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,450.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**



Course content

Dates, venues and fees (continued)

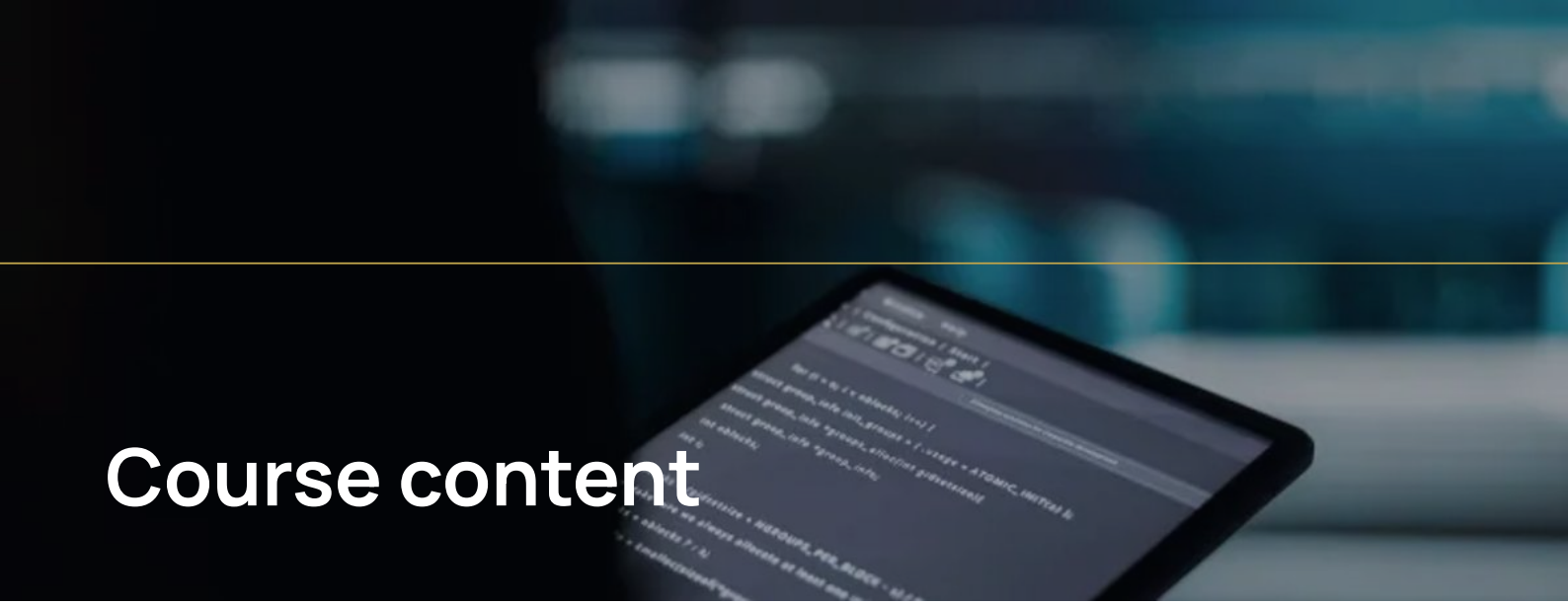
Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	30 Nov 2026	4 Dec 2026	**€2,450.-**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.-**
Paris Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,860.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Istanbul Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,650.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Amsterdam Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,540.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.-**
Singapore Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,820.-**



Course content

Dates, venues and fees (continued)

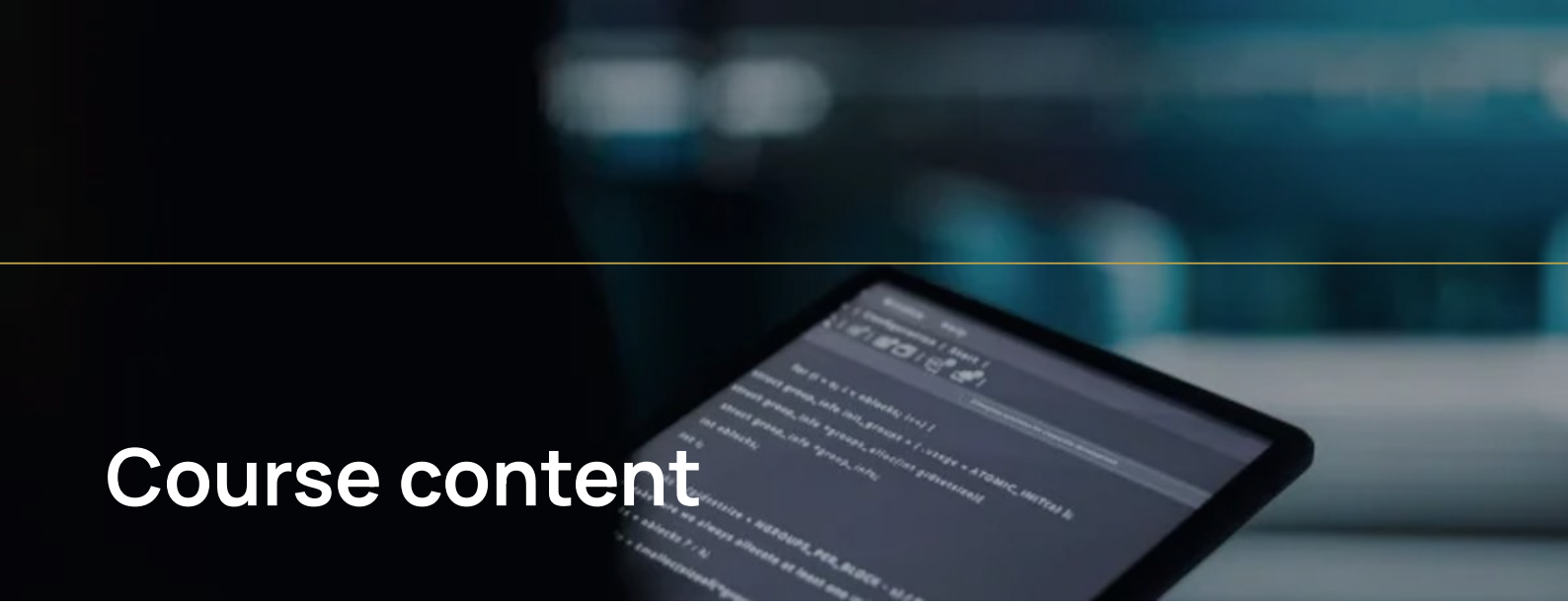
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
London Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,450.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Dubai Confirmed dates	15 Feb 2027	19 Feb 2027	**€3,150.–**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Cape Town Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,890.–**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Frankfurt Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,650.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

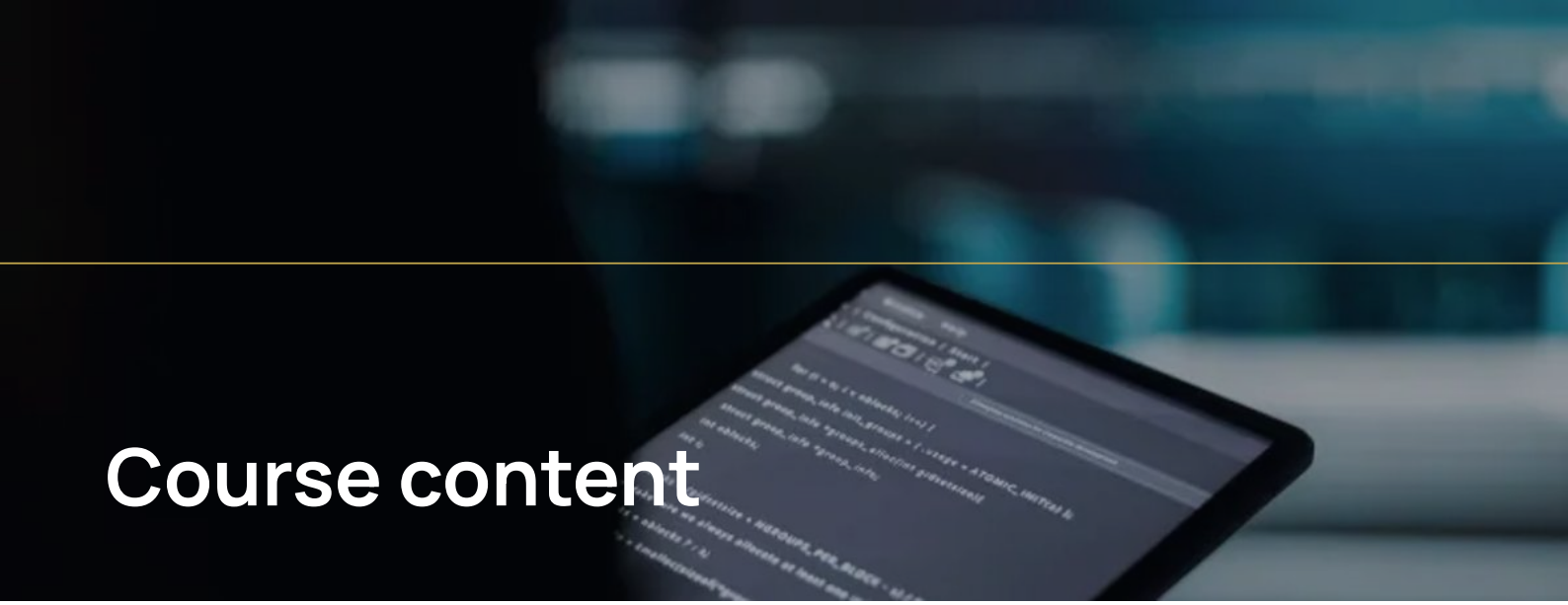
Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,450.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Paris Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,860.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Istanbul Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,650.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Barcelona Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,840.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**
Amsterdam Confirmed dates	3 May 2027	7 May 2027	**€2,540.–**



Course content

Dates, venues and fees (continued)

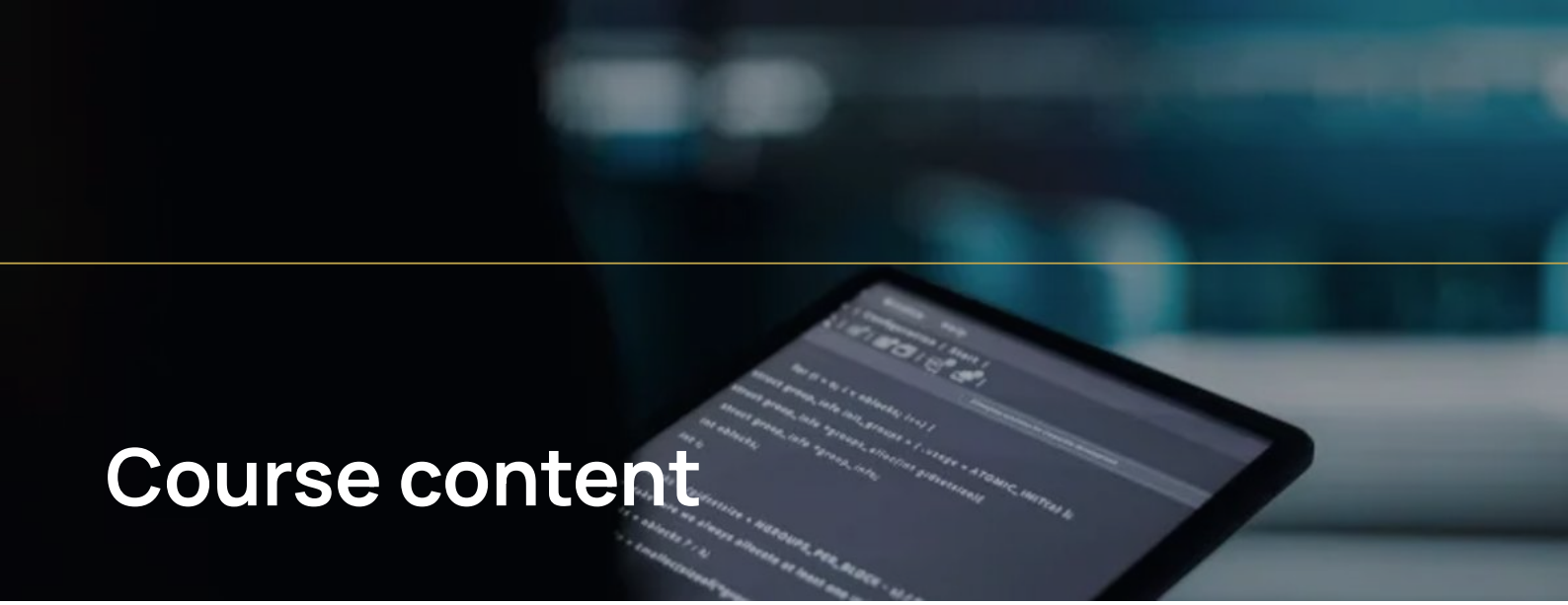
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.-**
Singapore Confirmed dates	17 May 2027	21 May 2027	**€2,820.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
London Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,450.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Dubai Confirmed dates	21 Jun 2027	25 Jun 2027	**€3,150.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Vienna Confirmed dates	28 Jun 2027	2 Jul 2027	**€2,940.-**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

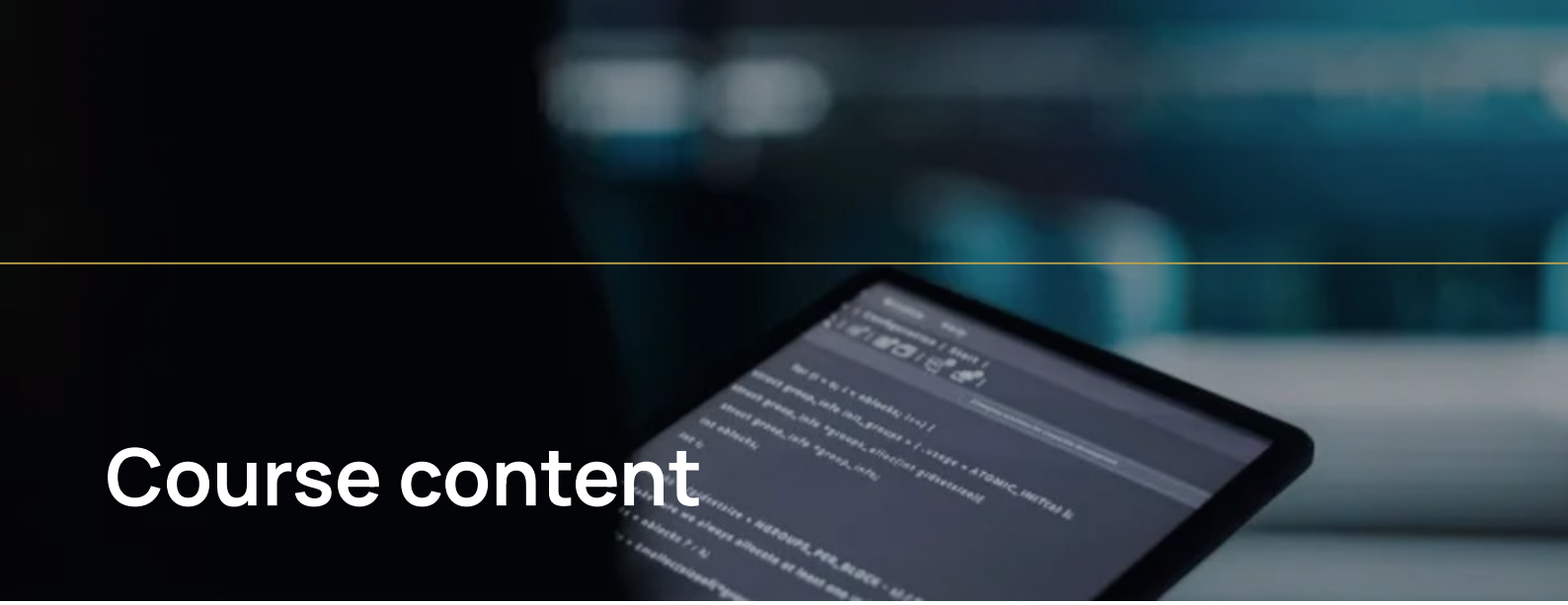
Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,650.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,450.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Paris Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,860.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Istanbul Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,650.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Rome Confirmed dates	30 Aug 2027	3 Sept 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

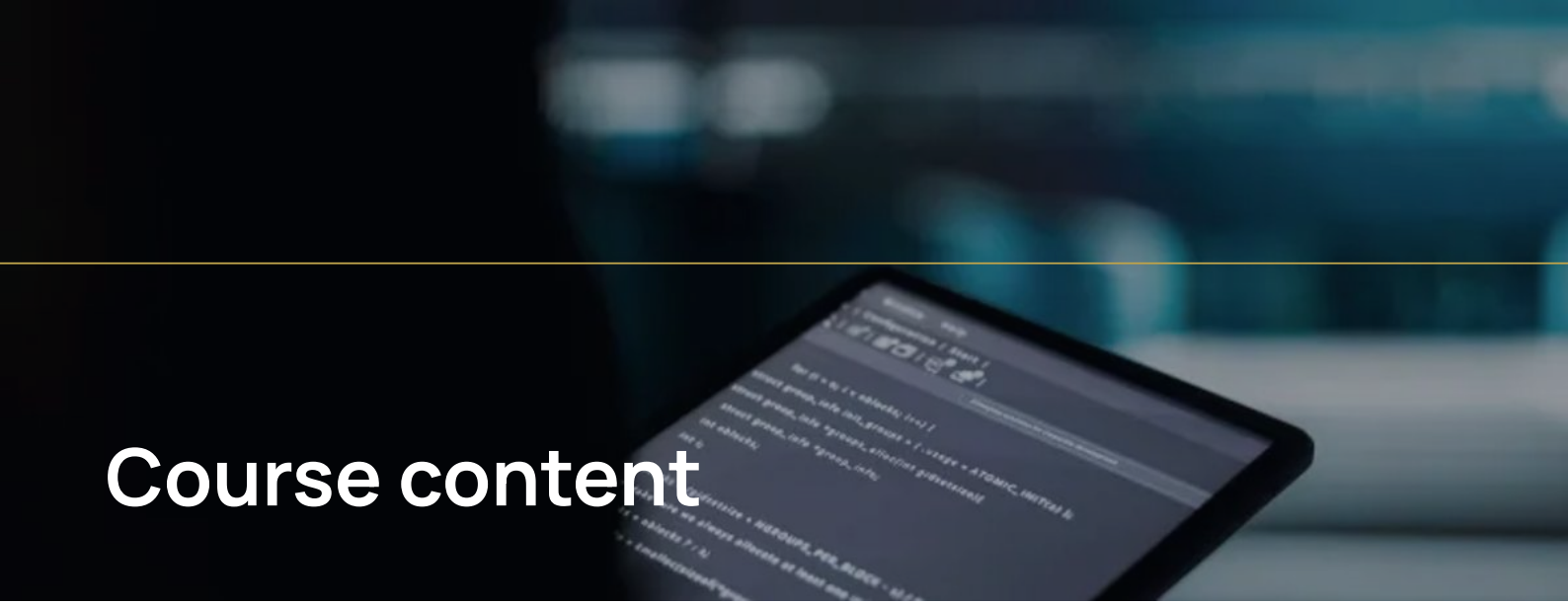
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Amsterdam Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,540.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Singapore Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,820.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
London Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,450.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Dubai Confirmed dates	18 Oct 2027	22 Oct 2027	**€3,150.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,650.–**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.–**
Cape Town Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,890.–**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,450.–**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.–**
Paris Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,860.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.–**
Istanbul Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,650.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
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

info@smart-horizon.eu
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