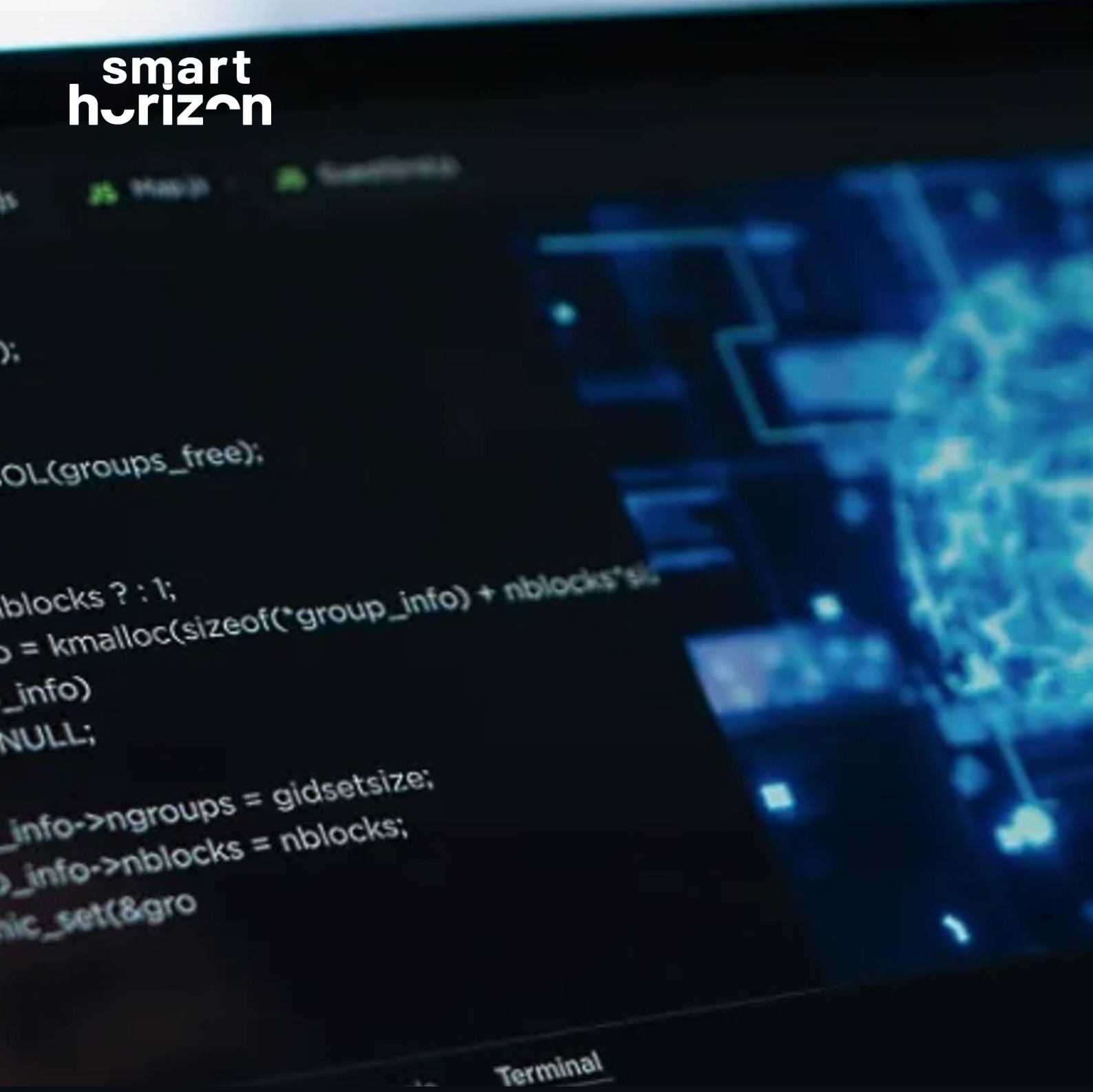


DIGITAL INNOVATION AND TRANSFORMATION | COURSE BROCHURE

Master the Art of Prompt Engineering

5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

Explore current programmes

https://smart-horizon.eu



Course content

Why attend

This course equips professionals with the skills to design effective prompts for AI models, enhancing their ability to generate desired outputs. Participants will engage in practical exercises to refine their prompt engineering techniques, ensuring they can tackle real-world challenges in AI-driven communication and content generation.

Professionals often struggle to elicit accurate and relevant responses from AI systems due to poorly constructed prompts. Understanding the nuances of prompt engineering is essential for maximising the potential of AI tools across various applications, from marketing campaigns to technical documentation. Effective prompts can significantly influence the quality of AI-generated content, leading to improved productivity, better decision-making, and enhanced user engagement. As organisations increasingly rely on AI for diverse tasks, mastering prompt engineering becomes a crucial skill for professionals aiming to leverage these technologies effectively and efficiently in their workflows, ultimately driving innovation and success.
Participants will learn to craft prompts that yield high-quality outputs, enabling them to make informed decisions about AI usage in their specific contexts. By practising real-world scenarios, they will develop the ability to diagnose issues in prompt design and apply effective strategies to enhance AI interactions. This practical experience will empower them to create tailored prompts that meet specific project requirements, ensuring that AI tools serve their intended purpose. The course will also cover the evaluation of AI responses, enabling participants to refine their prompts continuously and adapt to changing project needs, ultimately fostering a culture of continuous improvement.

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 hands-on workshops, case studies, and collaborative exercises to build practical skills in prompt engineering. Participants will engage in simulations where they create and refine prompts based on specific scenarios relevant to their work environments. Each day includes exercises that require critical thinking and iterative design, allowing participants to test their prompts with AI models and receive immediate feedback. The outputs will include a portfolio of effective prompts tailored to various contexts, demonstrating their understanding and application of the techniques learned. This approach ensures that participants leave with applicable skills and a toolkit for future projects.



Course content

Course objectives

By the end of this course, participants will be able to:
• Analyse the structure of effective prompts for AI models.
• Design prompts that elicit specific types of responses from AI.
• Evaluate the effectiveness of different prompt strategies in real scenarios.
• Construct prompts for diverse applications, including creative writing and technical tasks.
• Diagnose common issues in prompt design and suggest improvements.
• Justify the choice of prompt structure based on desired outcomes.

Target audience

This course is suitable for:
• Content Creators: Need to generate engaging material efficiently.
• Data Analysts: Require precise outputs for data interpretation tasks.
• Marketing Professionals: Aim to enhance customer engagement through tailored AI interactions.
• Technical Writers: Seek to improve documentation quality using AI.
• Educators: Want to leverage AI for personalised learning experiences.

Target competencies

Participants will develop competencies in:
• Crafting precise and context-aware prompts.
• Evaluating AI responses for quality and relevance.
• Adapting prompts for various AI applications.
• Diagnosing prompt-related issues effectively.
• Implementing iterative design processes for prompt refinement.
• Collaborating with peers to enhance prompt strategies.

Course outline

Day 1: Understanding AI and Prompt Engineering

Applied activity: Participants will analyse a set of AI-generated responses to various prompts, identifying strengths and weaknesses. They will discuss how different prompt structures influenced the outputs and propose alternative prompts to improve results.
Output: A report detailing analysis findings and recommendations for prompt improvements.

09:00–09:54	Introduction to AI models and their capabilities, including NLP and machine learning.



Course content

09:54–10:48	The importance of prompt engineering in AI interactions and its impact on output quality.
10:48–11:00	Key principles of effective prompt design, including clarity and specificity.
11:00–11:30	Coffee break
11:30–12:12	Key principles of effective prompt design, including clarity and specificity. (continued)
12:12–13:06	Common pitfalls in prompt creation and how to avoid them.
13:06–14:00	Evaluating AI responses based on prompt effectiveness and user intent.

Day 2: Crafting Effective Prompts

Applied activity: In small groups, participants will create a series of prompts for a specific AI application, testing them in real-time and iterating based on the outputs received. They will document the changes made and the rationale behind them.
Output: A collection of refined prompts ready for deployment in chosen applications, along with a brief justification for each.

09:00–09:54	Elements of a well-structured prompt, including context and clarity.
09:54–10:48	Techniques for specificity and clarity in prompts to ensure desired outputs.
10:48–11:00	Using context to enhance prompt effectiveness and relevance.
11:00–11:30	Coffee break
11:30–12:12	Using context to enhance prompt effectiveness and relevance. (continued)
12:12–13:06	Iterative design: refining prompts based on feedback from AI responses.
13:06–14:00	Testing prompts with AI models for immediate feedback and adjustments.

Day 3: Advanced Prompt Strategies

Applied activity: Participants will work on a case study where they must design prompts for a fictional product launch, considering various audience segments and desired outcomes. They will present their strategies and receive peer feedback.
Output: A set of tailored prompts aimed at different target audiences for the product launch, complete with a presentation of the rationale.

09:00–09:54	Exploring advanced techniques for crafting complex prompts that drive specific outcomes.
09:54–10:48	Utilising conditional and multi-part prompts for nuanced AI interactions.



Course content

10:48–11:00	Strategies for creative and technical writing prompts that engage AI effectively.
11:00–11:30	**Coffee break**
11:30–12:12	Strategies for creative and technical writing prompts that engage AI effectively. (continued)
12:12–13:06	Incorporating user intent in prompt design to align with project goals.
13:06–14:00	Case studies of successful prompt engineering in industry, highlighting best practices.

Day 4: Diagnosing and Troubleshooting Prompts

Applied activity: Participants will review a series of poorly performing prompts, diagnosing issues and collaboratively redesigning them to improve outputs. They will implement changes and test the revised prompts with AI models. Output: A revised prompt portfolio with detailed explanations of changes made and expected improvements.

09:00–09:54	Identifying common issues in prompt outputs and understanding their causes.
09:54–10:48	Techniques for troubleshooting ineffective prompts through analysis and iteration.
10:48–11:00	Collaborative problem-solving for prompt design challenges faced in real projects.
11:00–11:30	**Coffee break**
11:30–12:12	Collaborative problem-solving for prompt design challenges faced in real projects. (continued)
12:12–13:06	Feedback loops: learning from AI responses to improve prompt quality.
13:06–14:00	Best practices for ongoing prompt evaluation and refinement in professional settings.

Day 5: Integrated Prompt Engineering Application

Applied activity: In teams, participants will create a comprehensive prompt toolkit for a specific use case, integrating all techniques learned. They will present their toolkit to the class and receive constructive feedback to refine their approach. Output: A complete prompt toolkit, including rationale and expected outcomes for each prompt, ready for implementation.

09:00–09:54	Combining techniques learned throughout the course into a cohesive strategy.
09:54–10:48	Developing a comprehensive prompt strategy for a specific project or use case.
10:48–11:00	Collaborative workshop to create a prompt toolkit that addresses various scenarios.
11:00–11:30	**Coffee break**
11:30–12:12	Collaborative workshop to create a prompt toolkit that addresses various scenarios. (continued)
12:12–13:06	Presenting and critiquing peer-designed prompts to enhance learning.



Course content

13:06–14:00	Final reflections on prompt engineering best practices and future applications.

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	16 Nov 2026	20 Nov 2026	**€3,150.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.–**
Vienna Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,940.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.–**
Frankfurt Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,650.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Kuala Lumpur Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Paris Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,860.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.-**
Istanbul Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,650.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
Amsterdam Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,540.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Singapore Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,820.-**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,450.–**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
London Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,450.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Dubai Confirmed dates	15 Mar 2027	19 Mar 2027	**€3,150.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Frankfurt Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,650.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.-**
Rome Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,450.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
Paris Confirmed dates	3 May 2027	7 May 2027	**€2,860.-**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.-**
Istanbul Confirmed dates	17 May 2027	21 May 2027	**€2,650.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
Amsterdam Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,540.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,820.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Cape Town Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,890.-**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.-**
London Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,450.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Dubai Confirmed dates	19 Jul 2027	23 Jul 2027	**€3,150.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Frankfurt Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,650.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,450.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Cape Town Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,890.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Paris Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,860.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Istanbul Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,650.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,540.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Singapore Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,820.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Barcelona Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,840.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**
London Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,450.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**
Dubai Confirmed dates	15 Nov 2027	19 Nov 2027	**€3,150.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Frankfurt Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,650.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,450.-**
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.

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

Contact Smart Horizon

info@smart-horizon.eu
Amsterdam
The Netherlands

View the latest course details online