



DIGITAL INNOVATION AND TRANSFORMATION | DIT-010

Master the Art of Prompt Engineering

UK

+44 33 000 111 90
info@infomatech.co.uk
<https://infomatech.uk>
63-66 Hatton Garden Hatton Garden
EC1N 8LE , London

NL

+31 85 74 444 46
info@infomatech.nl
<https://infomatech.nl>
Waarderweg 50 - 2031PB
Haarlem - Netherlands



Course content

Why Attend

Why Attend Prompt Engineering has become a critical skill for professionals seeking to maximize the value of Artificial Intelligence and Large Language Models (LLMs). This course provides participants with a practical understanding of how AI models work, how to design effective prompts, and how to apply advanced prompting techniques to improve accuracy, productivity, creativity, and decision-making across a variety of business and technical applications.

Course Methodology The course combines interactive presentations, hands-on workshops, practical exercises, AI demonstrations, group discussions, prompt design labs, real-world case studies, and project-based learning to ensure practical application of prompt engineering techniques.

Course Objectives By the end of this course, participants will be able to:

- Understand the fundamentals of Large Language Models (LLMs) and Generative AI
- Design effective prompts for a variety of business and technical applications
- Apply advanced prompt engineering techniques to improve AI outputs
- Evaluate and optimize prompt performance using structured methods
- Reduce inaccuracies, ambiguity, and repetitive responses
- Utilize prompt frameworks and reusable prompt templates
- Apply prompt engineering to content creation, analysis, automation, and decision support

Target Audience

- AI and digital transformation professionals
- Business analysts and consultants
- IT professionals and developers
- Data and innovation specialists
- Content creators and knowledge workers
- Project managers and business leaders



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Target Audience

- Anyone seeking to leverage Generative AI tools effectively

Target Competencies

- Prompt engineering
- Generative AI applications
- AI-assisted decision-making
- Content generation and automation
- Critical thinking and problem-solving
- AI governance awareness
- Digital innovation
- Productivity enhancement

Course outline

Day 1: Foundations of Large Language Models (LLMs)

- Understanding the fundamentals of Large Language Models and Generative AI technologies
- Exploring the capabilities, limitations, and business applications of LLMs
- Understanding different language model architectures and their use cases
- Reviewing autoregressive, transformer-based, and encoder-decoder models
- Understanding pre-trained, fine-tuned, multilingual, and hybrid AI models
- Identifying opportunities for AI adoption across business functions and industries

Day 2: Introduction to Prompt Engineering

- Understanding the role of prompts in AI interactions and output quality
- Defining prompt engineering concepts and best practices



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Course outline

- Exploring the essential components of effective prompts, including instructions, context, inputs, and output requirements
- Applying common prompt design patterns to improve AI performance
- Understanding persona-based, audience-focused, and structured interaction approaches
- Exploring zero-shot, few-shot, and example-based prompting techniques
- Practical exercises on prompt construction and refinement

Day 3: Designing High-Performance Prompts

- Understanding the characteristics of effective and reliable prompts
- Applying prompt design principles to improve clarity and consistency
- Establishing performance metrics for evaluating prompt effectiveness
- Adjusting prompt parameters and settings to optimize outputs
- Controlling response style, structure, and level of detail
- Reducing ambiguity, repetition, and undesired model behavior
- Practical workshop on prompt optimization and performance testing

Day 4: Advanced Prompt Engineering Techniques

- Developing reusable prompt frameworks and prompt libraries
- Understanding semantic search, embeddings, and knowledge retrieval concepts
- Applying reasoning-oriented prompting techniques to improve problem-solving outcomes
- Utilizing generated knowledge approaches to enhance response quality
- Implementing consistency and validation techniques for complex tasks
- Exploring structured reasoning frameworks and advanced AI interaction strategies
- Practical exercises on advanced prompt design and testing

Day 5: Prompt Engineering Applications and Future Trends



Course content

Course outline

- Applying prompt engineering techniques to business and technical use cases
- Developing prompts for content generation, summarization, and information analysis
- Utilizing AI for coding assistance, documentation, and productivity enhancement
- Understanding ethical considerations, responsible AI use, and governance principles
- Identifying and troubleshooting common prompt design challenges
- Exploring emerging trends and future developments in prompt engineering
- Final project: Designing, testing, and presenting a high-impact prompt solution
- Course recap, lessons learned, and Q&A session



Seminar dates

Available seminar dates

Live dates and pricing for Master the Art of Prompt Engineering generated from the course details page.

| Date | Location | Format | Fee |
|---------------------------|------------------|---|-------------------|
| Dates on request | Venue on request | Classroom | Contact us |
| Live online option | | Online delivery is available at €1,850.-. | |