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DIGITAL INNOVATION AND TRANSFORMATION | DIT-010

Master the Art of Prompt Engineering

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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

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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.–.