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AI AND PROMPT ENGINEERING

Start Date:	23/11/2026	**End Date:**	27/11/2026
Categories:	Artificial Intelligence & En	**Venues:**	Barcelona
Formats:	In Person	**Instructors:**	

OVERVIEW

This practical course introduces the principles of prompt engineering to leverage the full potential of large language models (LLMs) like ChatGPT. Participants will master the art of writing effective prompts for business use cases, research, automation, and creativity.

OBJECTIVES

By the end of this course, participants will be able to: – Understand the mechanics of prompt engineering for AI models. – Design prompts for content creation, analysis, and customer interaction. – Use role-based, chain-of-thought, and zero-shot prompting strategies. – Automate business workflows using prompt sequences. – Apply prompt engineering in legal, HR, sales, and planning tasks.

COURSE OUTLINE

1- Fundamentals of LLMs and Prompt Engineering 2- Prompt Formats and Strategies 3- Real-World Use Cases and Workflow Integration 4- Common Pitfalls, Limitations, and Workarounds 5- Business Automation Through Prompt Frameworks

TARGET AUDIENCE

All Supervisory Levels, Corporate professionals, analysts, educators, consultants, and content creators using AI tools.

METHODOLOGY

Live prompt labs, industry-based examples, AI simulations, and guided case scenarios.

CONCLUSION

Participants will leave with plug-and-play prompt templates and confidence in engineering custom AI solutions for daily use.

DAILY AGENDA

Day 1: Intro to LLMs and Prompt Engineering

Understand how language models work and their business applications.

Day 2: Prompt Structuring Techniques

Explore role-based, goal-oriented, and sequential prompt styles.

Day 3: Business Use Cases

Develop prompts for HR, sales, research, and process automation.

Day 4: AI Limitations and Ethics

Identify risks, biases, and safety considerations in output design.

Day 5: Your AI Co-Pilot Toolkit

Build a library of prompts and simulate workflow automation.

For more information, please contact us:
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