

Training: How to Create Content with AI?

Understand and Identify the Challenges of Generative Artificial Intelligence Systems (GAIS)

- Generative Artificial Intelligence: What Are We Talking About?
- Identify Content Creation Opportunities: Text, Rich Media, Audio, and More
- Consider the Technical Limitations and Legal Risks Associated with Generative AI
- Examples and Counterexamples

Improve Productivity in Your Content Strategy

- Adopt a Content Production Methodology Suited to How Artificial Intelligence Tools Work
- Structure an Effective Prompt: Request Objective, Expected Format, Tone, Context, and Target Audience
- Examples and Counterexamples