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Mastering Prompt Engineering

Unlocking the Power of AI Conversations in a day

FA-0315 · one-day

Agentic & Generative AI

Introduction

Craft Effective Prompts, Understand AI Models, and Optimize Your Interactions

Artificial Intelligence (AI) and Large Language Models (LLMs) are revolutionizing the way humans interact with machines. These cutting-edge systems, powered by advances in natural language processing, enable seamless communication and problem-solving across industries. However, the key to leveraging their potential lies in understanding how to interact with them effectively through **prompt engineering**.

This intensive one-day course focuses on empowering participants with the skills to craft precise, efficient, and impactful prompts to achieve desired outcomes from various AI tools. With the rapid development of LLMs such as ChatGPT (GPT-3.5/4.0), Claude (Anthropic), Gemini (Google), and Perplexity, understanding the unique characteristics of each platform is crucial. This course also dives deep into the strengths and weaknesses of these AI systems and explores practical applications of their capabilities in real-world scenarios.

By the end of the course, you will not only understand the nuances of prompt engineering but also gain clarity on how different AI platforms operate and how their distinct features can align with your specific goals.

Learning outcomes

By the end of this course, participants will:

- Understand the fundamentals of AI and LLMs, including their evolution and architecture.
- Identify the differences between prominent AI platforms (ChatGPT, Claude, Gemini, Perplexity, MidJourney* and Sora*) and their versions.

- Develop practical skills in crafting effective and efficient prompts for a variety of tasks.
- Evaluate the pros and cons of using different AI systems for specific use cases.
- Explore advanced techniques to refine prompts, optimize results, and avoid common pitfalls.
- Gain insights into real-world applications and industry demands for AI-based solutions.

Training outline

1. 1. Introduction to AI and LLMs

What is Artificial Intelligence?

- Overview of AI, its evolution, and modern applications.
- The role of machine learning and natural language processing in AI.

What Are Large Language Models (LLMs)?

- How LLMs work: training, fine-tuning, and reinforcement learning.
- Examples of LLMs in the market: GPT models, Claude, Gemini, Perplexity, and more.
- Understanding the importance of prompts in LLM interactions.

2. 2. Exploring AI Platforms: ChatGPT, Claude, Gemini, and Perplexity

ChatGPT by OpenAI

- Key features and use cases of GPT-3.5 vs. GPT-4o.
- Differences between GPT-4o and o1/o3 Pro versions.
- Pricing structures and API integrations.
- Strengths: Versatility, creativity, and accessibility.
- Weaknesses: Tendency to hallucinate and factual inaccuracies.

Claude by Anthropic

- Focus on safety and explainability.
- Key strengths: Handling long-form content and maintaining ethical boundaries.
- Challenges: Limited availability compared to other platforms.

Gemini by Google

- Integration with Google’s ecosystem and multimodal capabilities.
- Features like advanced reasoning and contextual understanding.
- Strengths: Cutting-edge technology backed by Google.
- Weaknesses: Availability and accessibility barriers.

Perplexity AI

- Primary use: Conversational AI with direct citations and research assistance.
- Strengths: Fact-checking and citation-based responses.
- Weaknesses: Limited creativity in open-ended tasks.

Comparative Analysis of AI Models

- Speed, accuracy, and creativity.
- Scalability for different industries and use cases.
- Ethical considerations in deployment.

3. 3. Fundamentals of Prompt Engineering

What is Prompt Engineering?

- Definition and significance.
- The anatomy of a good prompt: clarity, context, and structure.

Types of Prompts

- Instruction-based prompts.
- Open-ended prompts.
- Few-shot and zero-shot prompts: How to set up context effectively.

Common Challenges in Prompt Engineering

- Ambiguity and vagueness.
- Overloading prompts with unnecessary details.
- Avoiding bias and unintentional misdirection.

4. 4. Advanced Prompting Techniques

Iterative Prompt Development

- How to test, refine, and optimize prompts for better responses.
- Using feedback loops to enhance prompt quality.

Chaining Prompts

- Multi-step processes for complex tasks.
- Examples of chaining for data analysis, content creation, and brainstorming.

Incorporating Context and Constraints

- Adding specificity to achieve targeted outcomes.
- Controlling tone, style, and format.

Leveraging System Messages and Instructions

- How to influence the AI's persona and behavior.
- Techniques for formal vs. casual responses.

5. 5. Case Studies and Hands-On Practice

Industry Applications of Prompt Engineering

- Writing blogs, articles, and summaries.
- Extracting insights and creating visualizations.
- Building conversational workflows.
- Automating a process.

Customizing and creating your own prompts.

- Customization techniques.
- Creating your own GPT

6. 6. Evaluating Outcomes and Refining Techniques

- Techniques to assess the quality of AI responses.
- Iterating on prompt structure for continuous improvement.
- Staying updated with advancements in AI tools and features.

7. 7. Bonus Section: Midjourney and Sora

- Stunning image generation with Midjourney.
- Leveraging financially with image generation
- Incorporating MIdjourney with ChatGPT for productivity
- Exploring OpenAI’s Sora for video generation.
- Getting it all to work together.

This course is taught by an instructor with **over 30 years of industry experience**, ensuring that the content is **real-world relevant** and tailored to current demands in the AI field. Whether you’re a professional looking to optimize your workflows or simply curious about the rapidly evolving AI landscape, this one-day session equips you with the skills and insights to stand out.

Let’s unlock the potential of AI together!

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