



# AI Prompt Engineering Workshop

**Master the Art of Communicating with AI for Optimal Results**

## Who Should Attend?

- Product Managers and Owners
- Data Scientists and Analysts
- Marketing and Content Teams
- Business Leaders exploring AI integration
- Agile Coaches and Practitioners

## What You'll Gain

- 1. Understanding AI Behavior**
  - Learn how AI models like ChatGPT and other tools interpret and respond to prompts.
  - Explore the nuances of AI-generated content, bias, and context sensitivity.
- 2. Prompt Crafting Techniques**
  - Discover frameworks for writing precise, goal-oriented prompts.
- 3. Practical Use Cases**
  - Apply prompt engineering to real-world scenarios such as:
    - Generating reports and summaries.
    - Crafting personalized customer interactions.
    - Enhancing marketing and content creation.
    - Accelerating agile planning and team collaboration.
- 4. Scaling AI Effectiveness**
  - Integrate prompt engineering into workflows for consistent results.
  - Develop a strategy to train teams on leveraging AI responsibly and efficiently.

## Workshop Format

- **Duration:** Half-day to full-day options available.
- **Delivery:** On-site or virtual.
- **Activities:**
  - Interactive demonstrations of AI tools and capabilities.
  - Hands-on exercises in crafting and testing prompts.
  - Collaboration on use cases tailored to your organization.

