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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



Course content

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



Course content

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



Course content

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
21 - 25 December 2026	Dubai - UAE	Classroom	**€4,200.-**
18 - 22 January 2027	Cape Town - South Africa	Classroom	**€3,600.-**
15 - 19 February 2027	Amsterdam - Netherlands	Classroom	**€3,400.-**
15 - 19 March 2027	London - U.K	Classroom	**€3,360.-**
19 - 23 April 2027	Istanbul - Turkey	Classroom	**€2,280.-**
17 - 21 May 2027	Munich - Germany	Classroom	**€3,400.-**
21 - 25 June 2027	Paris - France	Classroom	**€3,600.-**
19 - 23 July 2027	Frankfurt - Germany	Classroom	**€2,600.-**
16 - 20 August 2027	Kuala lumpur - Malaysia	Classroom	**€1,800.-**
20 - 24 September 2027	Rome - Italy	Classroom	**€3,400.-**
18 - 22 October 2027	Vienna - Austria	Classroom	**€3,400.-**
15 - 19 November 2027	Geneva - Switzerland	Classroom	**€4,200.-**
20 - 24 December 2027	Madrid - Spain	Classroom	**€3,400.-**

Live online option	Online delivery is available at €1,850.-.