A BEGINNER'S GUIDE TO
AI-GENERATED CONTENT
MASTERY FOR WORKFORCE

Duration: 1 day; Instructor-led | Virtual Instructor-led

WHAT WILL YOU LEARN

- Participants will learn how to leverage AI tools to create engaging and high-quality content for various professional applications, such as sales and marketing initiative, social media campaign, internal communications, training and business reports.
- The course will focus on practical applications and techniques that can be immediately applied in the workplace.

COURSE OBJECTIVES

By the end of this training, participants will be able to use AI tools to enhance their productivity and efficiency in content creation, communication, training, reporting and marketing efforts.

METHODOLOGY

This program will be conducted with interactive lectures, PowerPoint presentations, discussions, and practical exercises.

COURSE CONTENTS

Module 1: Overview of AI and Prompt Engineering

- Brief history and evolution of AI
- Understanding Large Language Models (LLMs) like ChatGPT and Claude AI
- Importance of prompt engineering and how it impacts AI-generated content

Module 2: Using AI Tools for Written Content

- Introduction to ChatGPT, Claude AI and Perplexity for content creation
- Practical applications: Generate business report, analysis, social media post, setting up automated response and how to create own apps without knowledge on programming language.
- Hands-on practice with prompts for different types of written content

Module 3: Productivity Tools for AI-Enhanced Workflows

- Introduction to productivity tools: Gamma for PPT generation, Suno for music composition
- Practical applications: Generating a presentable PPT with LLM and Gamma in 5 min
- Hands-on practice with Gamma and Suno AI

Module 4: Creating Visual Content with AI

- Introduction to AI tools for image generation (MidJourney, Flux, Leonardo AI)
- Practical applications: creating visuals for presentations, marketing materials, and internal communications
- Hands-on practice with various AI tools for generating and customizing images

Module 5: Creating Videos and Avatars with AI

- Introduction to AI tools for video and avatar generation (Runway, Kling, Heygen)
- Practical applications: creating promotional videos, training materials, and digital avatars
- Hands-on practice with different prompts for video and avatar creation

Final Q&A and Closing Remarks

Open Q&A, next action, closing remarks, feedback collection