



Prompt Engineering Using Generative AI Masterclass

19 – 23 July 2027
Amsterdam (Netherlands)



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Introduction

This Prompt Engineering Using Generative AI masterclass explores how to effectively communicate with generative AI systems to produce accurate, high-quality, and context-aware outputs. It introduces the foundational principles behind prompt construction and how language models interpret instructions. Participants will gain a clear understanding of how prompt design influences AI behavior across different tasks and industries. The program highlights practical approaches to improving response precision using iterative refinement techniques. It emphasizes real-world applications of generative AI in content creation, analysis, automation, and decision support. Learners will design optimized prompts that enhance productivity and the performance of intelligent systems.

Targeted Groups

This Prompt Engineering Using Generative AI masterclass targets professionals seeking knowledge and skills:

- AI enthusiasts exploring generative AI tools and applications.
- Content creators are improving AI-driven workflows for writing and ideation.
- Data analysts leveraging AI for structured insights and summaries.
- Software developers are integrating LLM prompting techniques into systems.
- Digital marketers are optimizing AI content generation strategies.
- Business professionals are adopting AI automation to improve productivity.
- Educators are enhancing learning content with AI-assisted design tools.
- Researchers are working with large language models and prompt optimization.

Course Objectives

Participants will achieve the following objectives by completing the Prompt Engineering Using Generative AI course:

- Understand the core principles of prompt engineering and generative AI behavior.
- Design effective prompts for diverse use cases in text, data, and automation tasks.
- Apply structured AI prompt design methods to improve output accuracy.
- Analyze and refine prompts using iterative improvement techniques.
- Utilize ChatGPT prompts and advanced instruction patterns for better results.
- Implement prompt-optimization strategies to ensure consistent AI performance.
- Explore large language models and their response mechanisms in depth.
- Build reusable prompt templates for professional and enterprise use cases.
- Enhance productivity through AI-driven workflows and intelligent automation.

- Evaluate AI outputs critically to ensure they are relevant and reliable.

Targeted Competencies

Participants will gain the following competencies during the Prompt Engineering Using Generative AI program:

- Ability to construct clear and structured prompts for AI systems.
- Proficiency in optimizing generative AI outputs for accuracy and relevance.
- Skill in applying advanced prompt engineering strategies across domains.
- Capability to design prompt templates for repeated professional use.
- Understanding of natural language processing behavior in large language models.
- Competence in refining AI-generated content through iterative enhancement.
- Ability to integrate AI prompt design into business and technical workflows.
- Skill in evaluating and improving AI-generated responses effectively.

Studying Scenarios

In this Prompt Engineering Using Generative AI training, participants develop skills through the following scenarios:

- Designing AI prompts for automated business report generation.
- Creating optimized ChatGPT prompts for marketing content development.
- Refining AI instructions for accurate data summarization tasks.
- Building structured prompts for customer support automation systems.
- Enhancing generative AI outputs for research and analytical writing tasks.

Course Content

Unit 1: Foundations of Prompt Engineering and Generative AI Introduction to AI Interaction

- Understanding generative AI systems and their core architecture.
- Exploring large language models and how they process natural language inputs.
- Identifying the role of prompt engineering in AI performance improvement.
- Learning the difference between structured and unstructured prompts.
- Studying how AI interprets instructions and contextual cues.
- Overview of AI prompt design principles for effective communication.
- Introduction to ChatGPT prompts and their functional behavior patterns.
- Recognizing limitations and strengths of generative AI models.
- Examining real-world use cases of prompt-based AI applications.

Unit 2: Core Prompt Design Techniques and Structures

- Building clear and context-rich prompts for predictable AI outputs.
- Applying instruction-based prompting for task-specific responses.
- Using role-based prompting to shape AI behavior and tone.
- Structuring prompts for summarization, rewriting, and transformation tasks.
- Designing step-by-step reasoning prompts for complex queries.
- Improving clarity through constraint-based prompt formulation.
- Developing reusable prompt templates for operational efficiency.
- Applying structured formatting techniques for consistent AI responses.

Unit 3: Advanced Prompt Engineering Strategies

- Mastering chain-of-thought prompting for logical reasoning outputs.
- Enhancing accuracy using iterative prompt refinement methods.
- Applying multi-turn prompting for contextual depth and continuity.
- Designing prompts for multi-objective AI outputs and tasks.
- Using prompt optimization techniques for improved model alignment.
- Exploring advanced LLM prompting techniques for enterprise scenarios.
- Controlling tone, style, and creativity through advanced instructions.
- Managing strategies for reducing ambiguity in AI prompt design.
- Integrating structured constraints for precision-based outputs.

Unit 4: Practical Applications of Generative AI Prompting

- Applying prompt engineering in AI content generation workflows.
- Designing prompts for business intelligence and reporting systems.
- Using AI for marketing copy, branding, and digital communication.
- Implementing prompts for data extraction and summarization tasks.
- Creating AI-driven automation for customer service interactions.
- Developing prompts for academic writing and research assistance.
- Enhancing productivity using AI-powered workflow automation tools.
- Leveraging generative AI for creative ideation and innovation tasks.
- Applying AI prompt design in cross-industry operational scenarios.

Unit 5: Optimization, Evaluation, and Professional Prompt Systems

- Evaluating AI-generated outputs for accuracy and contextual relevance.
- Refining prompts through structured feedback loops and testing cycles.
- Building scalable prompt libraries for organizational use.
- Applying prompt optimization techniques for consistent performance.
- Managing bias and improving fairness in AI-generated responses.
- Designing enterprise-level prompt engineering frameworks.
- Integrating AI prompt systems into digital transformation strategies.
- Enhancing long-term efficiency through reusable prompt architectures.
- Establishing best practices for advanced prompt engineering workflows.



Final Insights & Key Takeaways

Mastering prompt engineering using generative AI enables professionals to unlock precise, scalable, and intelligent system outputs across diverse applications. Structured prompt design and continuous optimization underpin effective communication with advanced AI models.