

Generative AI for Market intelligence

Version 1.1 September 2024

Duration: 2 days / 14 hours

In-house training fee: € 4.400 excl. VAT for a group of up to 12 people

Open training fee: € 1.200 excl. VAT per person

OBJECTIVES

Enabling teams to master the use of generative AI to carry out Market Intelligence actions: analysing growth markets, deciphering innovative players, new business models, etc.

TARGET AUDIENCE

Marketing, Innovation, Strategy, Strategic intelligence departments

PREREQUISITES

No prerequisites required.

TOOLS AND PEDAGOGICAL METHODOLOGY

- Preliminary discussion prior to training with feedback on the client's needs.
- End-of-day discussion to gather feedback from participants.
- Immediate evaluation at the end of the training, debriefing on any discrepancies, and addressing points raised.

TRAINING SUPPORT MEANS

GOTOIMPACT is committed to tailoring each training to meet the real needs of participants. The training is based on an active pedagogical approach, including practical and personalized exercises that allow for real-time learning. The pedagogical method alternates between theoretical and practical presentations.

- Video projection.
- Course material provided to each participant.
- Practical exercises

TRAINING LOCATION

This training can be conducted in person for in-house sessions or remotely via a connection from your computer or smartphone.

REGISTRATION PROCESS AND ACCESS TIME

Registration via our training agreement: at least 15 days before the start of the session.

CONTACTS

Telephone: +33.6.07.38.24.21

Mail: gerald.sezille@gotoimpact.com

ACCESSIBILITY

If you have a disability, please contact our disability representative, Mr. SEZILLE, at 06.07.38.24.21 to adapt the training to your specific needs as best as possible.

PROGRAMME

Day 1 - Module 1:

- Why AI will revolutionise every business and every market,
- Generative AI at the service of market intelligence, innovation and the ecological transition,
- Examples of publications obtained with Generative AI,
- Understanding the technical operation of LLMs (the variety of models on GPT, updates, what can and cannot be done, etc.).
- Automate Generative AI by building a conversational agent.

Day 1 - Module 2:

- The rules for writing an effective prompt, with application by the audience and supervision by the 2 trainers,
- The rules for drafting a complex prompt that incorporates a range of reading prisms including a range of values (macro-trends, economic models, digital technologies, etc.).
- Together, imagine agents that could respond to situations of use.
- A round-table discussion to find out about participants' experiences and their motivations for making this an everyday tool.

Day 2 - Module 3:

- Cross-cutting analysis of the questions and answers generated since the 1st day of training and reminder of the principles of prompt construction.
- In-depth analysis of 3 to 5 use cases reported by the trained teams
- Vademecum (best practice) and Q&A.

Day 2 - Module 4 :

- Conditions for the deployment of generative AI by the functions involved in analysing markets and deciphering the players.
- Securing the return on investment of generative AI.
- Generative AI to access new expertise for teams.

FOLLOW-UP AND EVALUATION

Satisfaction evaluation form, knowledge assessment test, and certificate of completion.

DATES

To be confirmed.