BLACKBIRD FOR TRAINING

Prompt Engineering and Large Language Models (LLMs)

16 – 20 August 2027
Lyon (France)



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Introduction

Artificial intelligence has reached a new era where communication between humans and machines has become more natural, intelligent, and adaptive. At the heart of this transformation lies Prompt Engineering—the science of crafting precise and effective instructions to guide large language models LLMs toward producing accurate and contextually relevant responses.

This course focuses on mastering the art and methodology of interacting with language models, enabling participants to optimize results, improve productivity, and design intelligent business solutions powered by generative AI.

By combining theoretical understanding with hands-on practice, the course helps professionals unlock the full potential of LLMs in automation, content generation, analysis, and innovation across multiple industries.

Course Objectives

- Understand the foundations and principles of prompt engineering.
- Learn how large language models function and generate human-like text.
- Develop skills to design and refine prompts for different business needs.
- Apply prompt optimization techniques for consistent and accurate outputs.
- Explore real-world applications of LLMs in business, education, and government.
- Identify common pitfalls and best practices in AI-human collaboration.
- Integrate prompt-based AI systems into enterprise workflows.
- Evaluate AI model outputs to ensure quality, ethics, and reliability.

Course Outlines

Day 1: Introduction to Prompt Engineering and Language Models

- Overview of artificial intelligence and generative models.
- The evolution of large language models and their business impact.
- Core principles of prompt design and interaction flow.
- Understanding model behavior and response generation.
- Common types of prompts: descriptive, instructional, and contextual.
- Workshop: basic exercises in writing effective prompts.



Day 2: Crafting Effective Prompts and Fine-Tuning Outputs

- Techniques for creating structured and multi-step prompts.
- Understanding how wording, tone, and sequence affect AI responses.
- Prompt iteration and refinement for accuracy.
- Hands-on practice: solving business tasks through prompt optimization.
- Using evaluation metrics to assess AI output quality.
- Case study: improving workflow efficiency through prompt design.

Day 3: Applying LLMs in Enterprise Environments

- Business use cases for LLMs across different industries.
- Automating communication, reporting, and customer service.
- Using AI to analyze data, summarize reports, and generate insights.
- Developing intelligent assistants for operational support.
- Integrating AI systems with existing enterprise applications.
- Workshop: designing a domain-specific prompt system for business operations.

Day 4: Optimization, Ethics, and Model Management

- Advanced prompt strategies for scaling automation.
- Managing prompt libraries and maintaining consistency.
- Addressing bias, fairness, and ethical challenges in AI systems.
- Ensuring data security and responsible AI usage.
- Techniques for evaluating and maintaining model performance.
- Practical session: testing ethical and secure AI implementations.

Day 5: Future of Prompt Engineering and Intelligent Transformation

- Emerging trends in generative AI and enterprise intelligence.
- The evolution of prompt engineering as a professional skill.
- Integrating LLMs into digital transformation strategies.
- Measuring ROI and impact of AI-driven automation.
- Building sustainable frameworks for AI adoption in organizations.
- Final project: creating a strategic AI integration roadmap.



Why Attend this Course: Wins & Losses!

- Master the practical techniques of prompt design and AI communication.
- Learn to deploy LLMs for automation, analytics, and creativity.
- Gain a deeper understanding of how AI models interpret instructions.
- Improve content accuracy and operational efficiency through AI.
- Build hands-on experience with real-world business scenarios.
- Strengthen data-driven decision-making using AI-generated insights.
- Enhance leadership in digital innovation and transformation.
- Position yourself and your organization at the forefront of AI-driven progress.

Conclusion

Prompt engineering represents one of the most valuable and rapidly evolving skills in the age of generative artificial intelligence. Understanding how to communicate effectively with large language models empowers professionals to transform business operations, accelerate decision-making, and unlock new dimensions of innovation.

This course bridges theory and application, providing participants with the expertise to design intelligent solutions, refine AI performance, and lead transformation initiatives with confidence and responsibility.

By mastering prompt engineering and LLM integration, professionals will be ready to shape the future of enterprise intelligence with creativity, precision, and ethical insight.

