

Course : AI at the service of event communications

Unleash your creativity, focus on the essentials

Seminar - 2d - 14h00 - Ref. CKF

NEW

Nouvelle édition

During this seminar, you'll discover how generative artificial intelligence (AI) can stimulate your creativity, help you solve technical and logistical problems, optimize certain processes and automate certain tedious tasks. You'll learn how to formulate your queries ("prompter") and interact with the main AI tools to get the best results.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Increase productivity and optimize processes
- ✓ Nurture creativity and diversify sources of inspiration
- ✓ Automate repetitive, time-consuming or low value-added tasks
- ✓ Learn about the best AI tools for event communications
- ✓ Prompter "like a pro"

Intended audience

Agency managers, copywriters, strategic planners, account managers, project managers, creatives, editors, logistics managers, production managers.

Prerequisites

No special knowledge required.

Practical details

This training course is based on exchanges, practical illustrations via event-based applications in companies and feedback from the trainer.

Teaching methods

Alternance d'apports théoriques et d'illustrations concrètes avec des cas d'usage.

Course schedule

PARTICIPANTS

Agency managers, copywriters, strategic planners, account managers, project managers, creatives, editors, logistics managers, production managers.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

1 Understand AI, its potential, how it works and its limits for the event industry

- AIs in 2025, what for?
- Current limitations and biases
- The dangers and challenges of the main AI tools
- Legal and ethical issues
- What's next? The outlook

Storyboarding workshops

Discussions and collective reflection.

2 The art of prompt

- Efficient use of Large Language Models (ChatGPT, Gemini, Claude, Mistral, Perplexity...)
- How do you structure your prompts?
- Optimizing prompts

3 Using AI chatbots

- The 3 operating modes of AI chatbots
- Which chatbot for which purpose?

Demonstration

AI chatbots at a glance: ChatGPT, Claude, Gemini, Perplexity, Grok, Mistral, Copilot, Deepseek, Qwen...

4 Use cases for events

- Graphics and video
- Design and copywriting
- Writing and scripting
- Editor-in-chief
- Project management
- Logistics
- Production
- Animation/dynamization
- Event communication

Demonstration

Interactive demonstrations and hands-on use of various tools. Discussions and collective reflection on usage.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.