

# Course : Gaining editorial efficiency with AI

*Practical course - 2d - 14h00 - Ref. EPI*

*Price : 1540 CHF E.T.*

★★★★☆ 4,5 / 5

This training course will enable you to revolutionize the way you write by harnessing the full potential of artificial intelligence (AI) tools. You'll discover how the appropriate use of prompts can considerably optimize your professional writing. AI will help you find inspiration, structure your ideas and save precious time. Your writing will be more impactful and better constructed.

## Teaching objectives

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

- ✓ Improve your professional writing with AI assistants
- ✓ Write reports and summaries using text generators
- ✓ Find inspiration by generating ideas with AI assistants
- ✓ Enhance style and readability with augmented correction

## Intended audience

Anyone who needs to draft documents such as letters, e-mails, reports in French...

## Prerequisites

No special knowledge required.

## Practical details

### Hands-on work

Practical exercises, sub-group workshops. Application of tools such as ChatGPT, Dall-E, Copilot, Miro, Midjourney...).

## Course schedule

### PARTICIPANTS

Anyone who needs to draft documents such as letters, e-mails, reports in French...

### 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.

### 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.

## 1 Understand the basic principles of artificial intelligence

- Understand the key concepts of artificial intelligence.
- Identify the advantages and limitations of AI.
- Examine the impact of AI on professional writing.
- Identify the role and function of prompts.

### Hands-on work

Sharing experiences. Prompt writing. Case studies in which AI has been used to improve writing processes in different companies.

## 2 Building a high-impact communications strategy

- Create personas to examine the needs of your target readers.
- Set your objectives in order to design clear, detailed prompts and obtain appropriate wording.
- Choose the most appropriate type of writing according to context, targets and objectives: e-mail, report, letter...

### Hands-on work

Development of a complete editorial strategy using AI tools to analyze your targets in detail, clarify your intentions and determine the optimal format.

## 3 Organizing and synthesizing ideas

- Classify ideas in the form of mind maps.
- Prepare a detailed plan for a report.
- Create a convincing sales pitch.
- Summarize the key points of a lengthy document.
- Produce a structured summary based on raw data.

### Hands-on work

Formalizing ideas using a mind map tool. Design a report outline, quickly analyze documents and produce a synthesis using AI assistants.

## 4 Transforming your writing methods with AI

- Apply good e-mail and letter-writing practices using templates.
- Write reports and minutes based on an initial AI version.
- Convert ideas into structured written content using speech recognition and AI transcription.

### Hands-on work

Writing an e-mail using assisted writing software. Generation of a draft report by an AI before finalization. Comparison of the effectiveness of traditional drafting with AI-assisted drafting based on ideas expressed orally.

### 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.

## 5 Grab readers' attention

- Improve your style according to the context and correct your mistakes.
- Use clear, effective formulations.
- Use nuances and vary tonality.
- Write punchy, catchy headlines.
- Design enlightening introductions, conclusions and transitions.
- Create original visuals to make a lasting impression.

### Hands-on work

Change the language level and tone of a paragraph by adapting the prompt and using the suggestions of an AI corrector. Text correction and reformulation. Optimization of titles using AI. Creation of an AI illustration linked to its report.

## Dates and locations

### REMOTE CLASS

2026 : 18 June, 14 Sep.