Course : Optimize your response to invitations to tender thanks to AI

Enhance and update your technical brief to improve performance
Practical course - 2d - 14h00 - Ref. IMH
Price : 1400 CHF E.T.

NEW

This training course enables companies to enhance the compliance and performance of their responses to public procurement contracts through the structured and secure use of artificial intelligence. It offers a methodical, operational and ethical approach to integrating AI into response processes.

Teaching objectives

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

- Understand how public procurement works and buyers' expectations to structure a relevant response
- Identify and produce the essential elements of an effective and compliant technical brief
- Use IAG tools to analyze an ECD, generate appropriate content and optimize drafting
- Designing efficient, secure and RGPD-compliant prompts
- Building a sustainable and rewarding response

Intended audience

Executives, sales managers, project managers. Technical brief writers. All companies (VSEs, SMEs, major accounts) bidding for public contracts.

Prerequisites

No

Practical details

Hands-on work
Formation interactive : apports théoriques, ateliers, mises en situation. Études de cas réelles, quiz, manipulations guidées.

Teaching methods
active

PARTICIPANTS
Executives, sales managers, project managers. Technical brief writers. All companies (VSEs, SMEs, major accounts) bidding for public contracts.

PREREQUISITES
No

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.

Course schedule

1 Master the fundamentals of public procurement

- Review the main principles of the French Public Procurement Code
- Understand the typology of procedures and buyers' expectations
- Analyzing bid evaluation criteria and the role of the technical brief
- Identify levers of differentiation and performance

Exercise
Self-assessment of current response practices (strengths/weaknesses)

2 Introduction to Generative Artificial Intelligence (GAI) and ChatGPT

- Understand how AI works and its practical applications in public procurement
- Getting to grips with ChatGPT: structure, logic, limits and ethics of use
- Create your first prompts to analyze an RFP and generate response content

Tutored hands-on work
Guided demonstration: generating an extract from a technical brief with ChatGPT

3 Structuring and automating production with AI

- Get to grips with the principles of prompt engineering: precision, context, sequencing
- Create secure, reusable prompts (data protection and RGPD)
- Automate the generation of technical brief frames

Tutored hands-on work
Generating a technical brief extract with ChatGPT

4 Building a high-performance, sustainable response

- Identify and promote the company's assets: certifications, labels, references, etc.
- Intégrer les critères environnementaux et sociaux
- Anticipate market sustainability: deadlines, penalties, resources
- Writing a customized cover letter
- Understanding economic elements: BPU, DQE, DPGF, pruning specifications

Hands-on work
Comprehensive case study - analysis of a WFD, development of a compliance checklist and action plan

Dates and locations

REMOTE CLASS
2026 : 22 June, 31 Aug., 23 Nov.