N | TRAINING

COMMUNICATING WITH AI

DESCRIPTION

In a world undergoing profound change, artificial intelligence allows us to dramatically improve access to information, the rapid development and management of more content, but it also transforms our work environments and social relationships. It enables us, more than ever, to personalize our messages with increasing precision.

Each technological advancement has redefined our information ecosystem and transformed our interpersonal connections; and this is just the beginning. This module focuses on building an effective relationship with AI robots by learning how to communicate our needs so that they become increasingly efficient assistants at our service.

PROGRAM HIGHLIGHTS

- Learn to establish a continuous relationship with conversational agents and other AI tools to improve their understanding over time.
- Discover how to clearly articulate your needs so that the bot can respond effectively without requiring repetitions.
- Understand how regular and well-structured interaction allows AI tools to refine their responses and personalize services.
- Explore best practices for maximizing human-machine collaboration in various professional contexts.
- Highlight the limitations of AI tools and the importance of the "human factor" in a media ecosystem that demands more than ever a natural and authentic voice.

TARGET AUDIENCE

- Communications professionals
- Marketing professionals
- Public relations specialists
- Client service specialists

DURATION

This session is 2 hours and 30 minutes