



Ministry of Micro, Small and Medium Enterprises,
Government of India



MSME TECHNOLOGY CENTRE, BENGALURU
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES, GOVT. OF INDIA
KIADB Industrial Estate, Devanahalli, Bengaluru
<https://www.msmetcblr.org/>

BRIEF DESCRIPTION OF TRAINING PROGRAMME

AI & CHAT GPT TRAINING

AI Tools & Chat GPT

Live Interactive Session

COURSE CONTENTS: -

- 1. AI & CHATGPT TRAINING / What is Chat GPT?**
- 2. It's advantages and limitations**
- 3. How to use chat GPT?**
- 4. Tips for writing effective Chat GPT prompts**
- 5. Mastering social media content creation with chat GPT**
- 6. Creating Epic YouTube content with chat gpt**
- 7. Creating Email marketing framework**

8. How to use ChatGPT for keyword research

9. Using ChatGPT for engaging Instagram reels

10. Using AIDA frame work for advertising

11. Using chat GPT ethically

12. Social Media Strategies and Tips

13. Brand building on social media platforms

14. AI in Business

15. creating posters & videos for sales

16. How AI can optimize business operations

17. Optimize LinkedIn profile using AI

18. AI in research and education

- **ChatGPT is an artificial intelligence-based machine learning technology that is designed to interact with humans in a conversational style. It may seem like ChatGPT is merely an advanced chatbot, but that is not accurate. ChatGPT is much more advanced than a mere chatbot.**

ChatGPT can actually hold a conversation with a human being. You can ask questions and ChatGPT will respond accurately in a dialogue format, based on available information. This sets it apart from a search engine like Google as ChatGPT gathers relevant information from various sources and presents it to the user in a conversational manner. On the other hand, Google merely displays links which you can further read

based on the search keywords entered on the website.

ChatGPT can be used for various functions including:

Conducting Market Research

Producing High Quality Content

Gaining Accurate Data

- **Improved Customer Experience.** Chat GPT enables businesses to provide personalized and interactive experiences to their customers.
- **Cost-Effective Solution.**
- **24/7 Availability.**
- **Scalability.**
- **Data-Driven Insights.**
- **Increased Efficiency**

What are the Advantages of ChatGPT?

Improves Efficiency—

You can rely on ChatGPT to provide you with important information in a quick and efficient manner.

Cost Effective—

As of now, ChatGPT is a free program and you do not need to pay any amount to use the platform. Hence, ChatGPT can be used by anyone and everyone for whatever purpose they deem fit. Students, working professionals, businesses, and self-employed persons can all use ChatGPT for various tasks free of cost.

Enhances User Experience—

Businesses can use ChatGPT to better their customers' experience. The human-like interaction provided by ChatGPT can go a long way in making customers feel heard. It can also collect relevant information and feedback from customers to solve issues in an easier manner.

Provides Accurate Information—

You will be able to access systematic and accurate information through ChatGPT as the program can distinguish between true and false information. This is different from a regular Google chat as the onus of finding out the accurate source of a particular claim is up to you. However, ChatGPT assimilates only accurate information, cutting down the need for additional research on a particular topic.

Date- 23 & 24 November 2024 (2 Days) Time- 5 pm to 8.30 pm

1) Course Fee: Rs. 3000/- (Study material in softcopy shall be provided)

FOR MORE DETAILS PLEASE CONTACT:

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