

## **BRIEF DESCRIPTION OF TRAINING PROGRAMME**

### **AI & CHAT GPT TRAINING**

#### **AI Tools & Chat GPT**

#### **Live Interactive Session**

### **Training is useful for Jobs, Professionals & Business**

#### **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 operation**
  - 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—**



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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- 14 & 15 March 2025 (2 Days) Time- 5.30 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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