

Carina Windau

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Working more efficiently with AI: A simple introduction to the world of artificial intelligence

This workshop offers a practical and easy-to-understand introduction to the world of artificial intelligence. The aim is to try out AI for yourself, learn about specific use cases and apply what you've learnt directly to your own day-to-day work.

To begin with, participants will learn the basics of effective prompting: What makes a good prompt, how important are context, objective and format, and how can results be improved through targeted refinement? In practical exercises, prompts are compared and optimised.

The focus then shifts to the practical use of AI in day-to-day work. Participants discover applications for research and knowledge organisation, text generation, preparing for meetings, creative tasks and the structured planning of projects. Participants will develop their own use cases and test them directly using AI.

Another key focus is on AI agents. Following an introduction and live demonstration, participants will test an agent and create one of their own. In this way, they will learn how AI can provide targeted support for work processes.

The workshop provides practical guidance on how AI can be used safely, responsibly and profitably – regardless of participants' prior knowledge.