

mydigipal.

AI Training Program



Who we are



Training program options





↗ Expertise in AI and digital

MyDigipal specializes in training in AI, automation and digital strategy. With extensive experience across industries, we help businesses integrate AI to improve efficiency and performance. Our programs transform AI concepts into actionable skills, equipping teams with strategic insights and practical expertise.



Tailor-made AI training

Our training programs adapt to the needs of your business, combining understanding of theory and practice. Through interactive sessions and real-world case studies, we equip your teams to leverage AI to simplify everyday work.



From learning to execution

Our training doesn't stop at theory, we help teams implement AI effectively, ensuring integration into existing workflows. Our approach transforms AI knowledge into action through individual and group exercises.

Companies trained in AI



Current customers of digital and AI services



What your employees are saying about AI



Paul ANDRE 



CEO @MyDigital



Senior Marketing Digital EMEA
@Genesys



Global Marketing Director
@geronimo web



Marketing Manager
@geronimo web

"I'm afraid of using AI"

AI may seem scary, but it's not here to replace you, it's here to supercharge your work. Our training demystifies AI by covering its ethical, geopolitical and technical aspects, ensuring you gain confidence in its use.



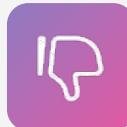
"I tried using ChatGPT, but it doesn't work well"

The real value of AI lies in knowing how to use it effectively. We teach structured prompting techniques, ensuring optimal results and seamless integration into daily tasks.



"How can AI help me in my work?"

AI is already transforming all professional functions. Our training focuses on real-world applications, using custom case studies and hands-on exercises to help teams streamline workflows and adopt AI effectively.



"My company doesn't want me to use AI"

Successful adoption of AI starts with knowledge. Our training equips employees with practical AI skills, fostering a culture of innovation and seamless integration into business operations. We train your teams on the chosen LLM (ChatGPT, Gemini, Claude, Copilot, none of them have any secrets for us!).

AI Program - Half day

3H

1. Technology and definitions (20 min)
2. Prompting - from basic to CRAFT (40 min)
3. Individual exercise - create advanced prompts (20 min)
4. Advanced prompting techniques (30 min)
5. Group exercise: create and refine advanced prompts
then manage possible challenges (1 hour)
6. What other companies are doing with AI (20 min)

The collage consists of nine panels:

- Concept:** A screenshot of a website with text and icons explaining AI concepts.
- Some GenAI platforms:** A grid of logos for various AI platforms including OpenAI, Claude, Gemini, and Midjourney.
- Is AI Here to Replace Me?**: A cartoon illustration of a man looking worried at a robot.
- AI or not AI:** Two images showing a tray of croissants labeled "AI" and a tray of fruit and a mug labeled "not AI".
- Interacting with CRAFT:** A diagram comparing a "Basic Prompt" with a "CRAFT Prompt".
- Craft Method:** An infographic titled "The Ultimate Prompt: How to Craft a Perfect AI Request" with various tips and examples.
- Example 1: Satisfaction Survey:** A comparison between a "Basic Prompt" and a "Prompt CRAFT" for a satisfaction survey.
- # Imitation style:** A diagram showing how to imitate the style of another writer using specific keywords.
- EXERCISE:** A section with numbered steps for creating a practical case and a table with four rows: Streamline candidate sourcing, Create a PPT on how to Manage employee litigations, Analyze CVs and rate them in Excel, and Identify employee training needs.

AI Program - Full Day

3H

Morning

Session 1 (1h30): Roundtable, fundamentals of AI, definition of key concepts, capabilities of AI, ethical issues. Discussion on the geopolitics of AI, its application in the functions represented in the training.

Session 2 (1h30): Introduction to prompting with a precise and recognized method. Trainer demonstration then individual exercise consisting of transforming a basic prompt into an advanced prompt. Exploration of advanced prompting techniques (Part 1), followed by a group exercise applying these methods in real-world prompting scenarios.

3H30

Afternoon

Session 3 (1 hour): Continuation of the teaching of advanced prompting techniques (Part 2) with group practice. Demonstration of AI tools for different functions (cloning, dubbing, creation of text, image, video content, etc.) then analysis of scenarios of companies that have been able to combine several AIs to improve their processes.

Session 4 (2h30): Group exercise aimed at creating an AI application to improve one or more specific processes of the participants. Collection of the process in the form of a business case so that the company can then develop it internally.

AI Program - Full Day

Groupe Exercise - AI Content Creation.



AI-Personalized Emailing



Objective: Create a highly personalized email sequence for relevant prospects.

- **Define audience targeting:** Filter by job title, geographic location, industry, etc.
Or use an existing list of contacts/companies to target.
- **Retrieve contacts via Sales Navigator.**
- **Build the email list with Airscale:** Extract email addresses from multiple API sources and validate deliverability.
- **Create ultra-personalized content for the prospect:** For example, use their LinkedIn biography to generate a ChatGPT prompt that links our product/brand to their profile, making the email stand out from standard prospecting messages.
- **Write the email content in instantly:** Prepare the main sections and add recommendations on design and layout.
- **Create the email sequence and integrate personalization points:** Define the sending cadence and configure a launch or trigger.
- **Track results:** Analyze performance and adjust the strategy accordingly.



AI Use Cases

Here are some examples of practical cases to consider:

1. **Customer Trend Monitoring:** Use AI to analyze social media data and detect consumer trends by region. This allows for adjustments in local or national promotions and product launches.
2. **Product Feedback Analysis to Improve Offers:** Deploy an AI tool capable of analyzing customer feedback and reviews, both online and in-store, to identify problematic products or areas for improvement. This includes semantic analysis of comments to detect recurring issues.
3. **AI for Regulatory Compliance:** Implement an AI tool to verify whether promotional products comply with current regulations (e.g., legal mentions, nutritional claims).
4. **Proactive Fraud Detection:** Use a dedicated AI system to analyze transactions, detect suspicious behaviors (e.g., excessive coupon use, fraudulent online purchases), and suggest corrective actions.
5. **Intelligent Loyalty Program Simulation:** Develop an AI model that simulates the impact of a loyalty program on different customer segments (e.g., large families, students, seniors). The AI would propose optimized rewards based on shopping habits and test various scenarios to maximize customer retention.

Prices

- ✓ Development of a tailor-made training plan thanks to meetings held in advance.
- ✓ Design of personalized use cases for effective application with your teams.
- ✓ Decreasing prices for multi-session packages (see column "2 to 5 sessions" ⇒).
- ✓ Access to training materials after the session: recordings, AI transcription and feedback questionnaire included.
- ✓ Recommended groups of 8 to 12 participants to promote interactivity and engagement.

1 session

2500€

Full Day

1300€

Half day

2 to 5 sessions

2200€

Full Day

1200€

Half day

The prices displayed concern remote sessions. For face-to-face training, additional costs related to transport and meals are to be expected (average estimate of 700€ per trip)



Personalization

Your trainer has extensive experience in the field of AI and applies it to your team's day to day use cases



Interactive training

This is not a "slide reading" service, experience an interactive and engaging training session to better learn and understand



Positive feedback

More than 40 training courses completed, with an average feedback of 9.2/10 (proof can be provided)



Fair price

Partner of On Train, leader in training services in France, our quote corresponds to a saving of 30% for a similar service

What you can expect from the training

AI ADOPTION

Your teams will know how to integrate AI into their operations and strategies. The training eliminates resistance, clarifies preconceived ideas and provides a concrete roadmap for its effective adoption.



BETTER USE AI

Employees will go beyond the basic use of AI to apply it effectively at work. They will master advanced techniques to improve efficiency, automate tasks and optimize decision-making.



PROMPT MASTERING

Your staff will learn how to formulate precise prompts to achieve optimal results. Using structured techniques, they will generate high-quality insights tailored to business needs.



AI AMBASSADORS

Participants will then be able to evangelize the adoption of AI by raising awareness among their colleagues and promoting best practices, thus fostering a culture where AI becomes a strategic lever.



INTERNAL PROCESSES

Your teams will identify inefficiencies and propose AI solutions to automate and optimize internal processes, improving productivity and scalability.



Don't take our word for it

What did you enjoy most?

- The trainer was awesome!
- Perfect Consense and Super Trainer
- The enthusiasm and the instructive steps
- Pragmatism, exercise, content adaptation to hr (business case relevant)
- Learn about CoPilot. Not only what it can do, but also the things that it can't do.
- Practical tips and use cases
- Exercises
- How interactive it was!



Kering - 65 questionnaire returns



Average ratings

- Score : 9.3/10
- Perceived value: 4.6/5
- Quality of sessions: 4.8/5
- Instructor Quality: 4.9/5



Highlights

- Practical exercises and concrete applications
- Clear and engaging trainer
- Interactive format with group exercises
- Good balance between theory and practice
- Advanced prompting techniques and use cases
- Immediate applicability of AI concepts in the workplace



Grands Moulins de Paris - 44 questionnaire returns



Average ratings

- Score : 9/10
- Perceived value: 4.2/5
- Quality of sessions: 4.9/5
- Instructor Quality: 4.9/5



Highlights

- Engaging and competent trainer
- Concrete examples and practical cases
- Clear and effective slides
- Interactive and dynamic training
- Useful tips and practical exercises
- Good balance between explanation and application

What did you enjoy most?

concrete examples, time to practice

tone of voice (informal, funny)

Examples of the instructor & addition coming from previous sessions

The trainer was very knowledgeable and engaging. The tips provided were extremely interesting, and the exercises were very useful.

★ Trainer of the week ★

Paul: The digital marketing guru who makes your results explode!

An expert in ABM and digital strategies, Paul has supported more than 49 companies with On train (with a good overall score of 9.5/10 😊) to transform their marketing actions into concrete successes. 🎉

His background? From Senior Digital Marketing Manager at [Genesys](#) (rewarded for his ABM strategy!) to founder of the [MyDigipal](#) agency. Paul masters all the levers of digital.

His areas of expertise? Paid Media. Paid Search. Social Media. Gen AI. Google Analytics. ABM (Account Based Marketing). B2B Marketing and Sales & Marketing Enablement.

Want to boost your digital performance with a passionate and recognized expert? Contact On train and let Paul guide you to success!

#formation #surmesure #expert #marketing #ABM

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TRAINER OF THE WEEK.



FEEDBACK PARTICIPANT

Le formateur était très compétent et engageant. Les conseils fournis étaient extrêmement intéressants et les exercices très utiles.

Paul ANDRE
Founder & CEO
12 ans d'expérience

@MY DIGIPAL

Founder & CEO

5 ANS

@GENESYS

Senior Digital Marketing Manager

4 ANS

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✉ Get in touch



Companies already trained, when should be yours?

