



# 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)



## EXERCISE

1. Select a practical case from the options below
2. Analyse the task to understand the specific requirements and desired outcome (5 min)
3. Create a CRAFT prompt designed to address the issue, incorporating at least one advanced technique (5 min)
4. Refine the result by requesting a few iterations and/or adjustments (5 min)
5. Provide:
  - Copilot's response or an excerpt
  - Your thought process during the CRAFT prompt creation
  - Challenges or obstacles encountered
6. Tea or review

Streamline candidate sourcing

Create a PPT on how to Manage employee litigation

Analyse C's and rate them in Excel

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

### Trend and Behavior Analysis

Identifying high-performing topics and formats on social media.

### Customer Data Analysis

Segmenting audiences by product range through client file analysis.

### Resource Centralization

Inventory and organization of internal assets.

### Publishing Schedule

Programming based on user behavior and optimal timing.

### Publishing Strategy

Organic and paid planning (Meta Ads) for optimized distribution.

### Content Creation

Generation of visuals and texts aligned with a defined artistic direction.

### Tracking and Optimization

Performance analysis and continuous strategic adjustments.

### Automated Reports

Generating performance reports with recommendations to enhance future campaigns.

### Self-Learning

Automated recommendations for long-term strategy management.

## 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 Aiscale:** 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



## 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?
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



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.

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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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mydigipal.



MyDigipal.com



paul@mydigipal.com

Get in touch



**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

On train.

Companies already trained, when should be yours?

