CONTEXT ENGINEERING:

The Umbrella Term That Covers Prompts, RAG, Memory, and More

Prompting alone won't cut it.

Let's see how context powers everything — from smarter prompts to autonomous agents.

Sherry Jasal

WHAT IS CONTEXT ENGINEERING?

Context Engineering is the art of shaping everything an LLM sees to drive intelligent outputs.

It includes:
- Prompts
- User profile
- Memory
- History
- Retrieved documents
- System settings
- Tool capabilities

It's not just input... it's intelligence design.

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WHAT IS CONTEXT ENGINEERING?

	PROMPT ENGINEERING	CONTEXT ENGINEERING
FOCUS	Writing great prompts	Designing the full interaction
SCOPE	Single prompt or chain	Memory + docs + tools + user
GOAL	One good response	Adaptive, context-aware output

Prompt engineering is just one piece of the puzzle. ›

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COMPONENTS OF CONTEXT ENGINEERING

Here's what fits under the hood:

1. **Prompt Engineering** – Clear, structured instructions
2. **RAG (Retrieval-Augmented Generation)** – Brings in relevant external knowledge
3. **Memory Systems** – Tracks user history across sessions
4. **Agentic Behavior** – Planning, tool use, reflection
5. **System Roles & Metadata** – Sets rules, tone, persona

Tool Calling – API access, calculators, search, DBs

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WHY IT MATTERS?

With Context Engineering, you get:
- Better personalization
- Smarter agents
- Multi-turn coherence
- Reliable tool use
- Less hallucination
- Scalable LLM apps

It's how you go from *chatbot* to *agent*.

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REAL EXAMPLES

Simple Prompt: "Summarize this article."

Context-Engineered Agent:
- Knows your domain
- Retrieves company docs
- Summarizes with past conversations
- Uses tools to verify facts
- Stores insights for next time

TOOLS THAT POWER IT

Core Tools & Frameworks

- LangChain
- LlamaIndex
- Vector DBs (Weaviate, Pinecone, Chroma)
- Memory Stores (Redis, Mongo)
- Agent frameworks (CrewAI, AutoGen)
- Prompt templates (PromptLayer, PromptPerfect)

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TL;DR

Prompting is a tactic.

Context Engineering is a system.

It's how we turn LLMs into adaptive, reliable, useful systems — not just text predictors.

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No it's not another recorded course, all these are LIVE sessions.

Applied GenAI

STOP PROMPTING, START BUILDING

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