Prompt Engineering with LLMs

Write, refine and evaluate prompts that get reliable results from ChatGPT and other LLMs.

DURATION	FORMAT	LEVEL	LABS
24 hours	Onsite, online or hybrid	Foundation	Cloud sandbox included

About this programme

Builds a working understanding of how large language models generate text and turns it into a repeatable prompting practice, from core and advanced techniques to evaluation and real applications such as summarisation and chatbots.

Who it is for: Analysts, developers, content and operations teams who use LLMs regularly

What your team will be able to do

- Explain how GPT models work, including RLHF and their limitations
- Apply core and advanced prompting techniques to everyday tasks
- Evaluate prompt effectiveness and iterate systematically
- Use LLMs for text generation, summarisation and question answering
- Build a simple chatbot using ChatGPT

Before you start

- Regular use of a chat assistant such as ChatGPT or Copilot
- No programming needed; basic spreadsheet skills help in the evaluation exercises

Course outline

1. AI and NLP foundations

- Artificial intelligence, deep learning and a short history of neural networks
- Natural language processing and natural language understanding
- Sentiment analysis and classification with ML and DL
- Probability in language modelling: perplexity and burstiness

2. Inside ChatGPT

- Understanding GPT models and how ChatGPT works
- Reinforcement learning from human feedback (RLHF)
- Features, limitations and real-world applications
- ChatGPT compared with other language models

3. Prompt engineering fundamentals

- What prompt engineering is and why it matters
- Core principles of effective prompts
- Ethical considerations in prompt engineering
- Common challenges and how to solve them

4. Techniques and evaluation

- Core prompting techniques
- Advanced techniques for complex tasks
- Implementing prompts in day-to-day workflows
- Evaluating prompt effectiveness

5. Applications

- Text generation and summarisation with ChatGPT
- Question answering
- Building chatbots using ChatGPT
- Prompt engineering use cases across functions

Sample schedule

3 days onsite, or 6 half-day sessions online. We fit days and session lengths to your team's calendar.

Day 1	8 h	AI and NLP foundations; Inside ChatGPT
Day 2	8 h	Inside ChatGPT (continued); Prompt engineering fundamentals; Techniques and evaluation
Day 3	8 h	Techniques and evaluation (continued); Applications

Assessment and certification

How learning is checked

- A short knowledge check on day one and again at the end, so you can see each person's progress
- Graded hands-on labs in every module, reviewed by the trainer
- A final exercise that applies the programme to a problem like your team's own

Certificate and exams

- Participants who complete the programme receive a Cognitive Networks AI certificate of completion.

Formats and cohort size

- Onsite: At your office or a venue you choose, in full days.
- Online, live: Instructor-led over video, usually in half-day sessions so people can keep up with work.
- Hybrid: Some days in a room together, the rest online. Useful when a team works across cities.

Cohort size: 15 to 25 people per trainer. Larger teams run as parallel cohorts on the same outline, so everyone learns the same thing.

Pricing: We quote per cohort, based on duration, format and number of cohorts. There is no per-seat price list: tell us your team and we send a proposal within one business day.

Bring this programme to your team

Request a proposal at cognitivenetworks.ai/contact?programme=prompt-engineering

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