ChatGPT & Generative AI for Business: Practical Applications

30 November – 4 December 2026
Paris (France)

UK Traininig
PARTNER



ChatGPT & Generative AI for Business: Practical Applications

Ref: 322316_195442 **Date:** 30 November – 4 December 2026 **Location:** Paris (France) **Fees:** 5900 GBP

Why This Course

In today's business environment, generative AI is rapidly changing how organizations operate, communicate, innovate, and make decisions. Tools such as ChatGPT are no longer experimental technologies used by a few specialists. They are becoming practical business enablers that can improve productivity, enhance customer engagement, support analysis, and accelerate innovation across multiple functions. To benefit from these capabilities, professionals need a clear understanding of how generative AI works, where it creates value, and how it can be implemented responsibly.

This intensive 1-week course explores the transformative potential of ChatGPT and other generative AI applications in business. Participants will gain hands-on experience with cutting-edge AI tools, learn to integrate them into various business processes, and develop strategies for ethical AI implementation. The course covers a wide range of applications, from customer service and marketing to product development and decision-making.

What You'll Learn and Practice

By joining this program, you will:

- Understand the fundamentals of generative AI and its business applications.
- Master ChatGPT and other AI tools for enhancing productivity and innovation.
- Develop strategies for ethical AI implementation in business contexts.
- Learn to leverage AI for data analysis, decision-making, and problem-solving.
- Explore AI-driven approaches to customer engagement and marketing.
- Gain insights into the future of AI in business and prepare for emerging trends.

The Program Flow

Day 1: Introduction to Generative AI and ChatGPT

- Fundamentals of generative AI and natural language processing.
- Overview of ChatGPT and its capabilities.
- Hands-on session: Getting started with ChatGPT.
- Ethical considerations and responsible AI use.



Day 2: AI in Customer Service and Marketing

- AI-powered chatbots and virtual assistants.
- Personalized marketing campaigns using generative AI.
- Content creation and curation with AI tools.
- Case studies: Successful AI implementations in customer engagement.

Day 3: AI for Business Analytics and Decision-Making

- Data analysis and visualization with AI.
- Predictive analytics and forecasting.
- AI-assisted decision-making frameworks.
- Integrating AI insights into business strategy.

Day 4: AI in Product Development and Innovation

- Generative design and prototyping.
- AI-driven market research and trend analysis.
- Collaborative AI tools for team innovation.
- Case studies: AI-powered product breakthroughs.

Day 5: Future of AI in Business and Implementation Strategies

- Emerging AI technologies and their potential impact.
- Developing an AI roadmap for your organization.
- Change management and AI adoption strategies.
- Hands-on workshop: Creating an AI implementation plan.

Individual Impact

- Strengthen your ability to use ChatGPT and other AI tools with greater confidence and practical understanding.
- Enhance your skills in applying AI to communication, analysis, innovation, and daily business tasks.
- Build stronger awareness of ethical considerations and responsible AI use in professional settings.
- Gain practical insight into how AI can support faster, smarter, and more creative decision-making.

Work Impact

- Improve operational efficiency through smarter use of generative AI tools.
- Strengthen customer engagement, marketing effectiveness, and content development using AI.
- Support better business analysis and decision-making through AI-assisted insights.
- Enhance the organization’s ability to adopt AI strategically and prepare for future digital transformation.



Training Methodology

This program integrates practical experimentation, business application, and strategic thinking to ensure real-world relevance and immediate workplace impact. Learning methods include:

- Real-world case studies on AI adoption across business functions.
- Practical exercises using ChatGPT and other generative AI tools.
- Interactive workshops on customer engagement, analytics, and innovation use cases.
- Group discussions on ethics, implementation challenges, and change management.
- Frameworks and tools for building an effective and responsible AI adoption strategy.

Beyond the Course

Upon completion, participants will be better equipped to apply generative AI in business with greater confidence, clarity, and strategic awareness. They will return ready to:

- Use ChatGPT and related AI tools more effectively in daily operations.
- Identify high-value opportunities for AI across business functions.
- Support responsible and ethical AI adoption within their organizations.
- Build and apply a practical AI implementation plan aligned with business needs.

