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COURSE BROCHURE

AI Prompt Writing for Business Professionals Training Course

15 – 19 November 2027
Geneva

AI Prompt Writing for Business Professionals Training Course

Ref: 113_2839 **Date:** 15 – 19 November 2027 **Location:** Geneva **Fees:** 7500 GBP

AI Prompt Writing for Business Professionals is a 1-week training course for specialists, coordinators and analysts who write instructions for generative models at work, and who leave with a tested business prompt catalogue covering their recurring tasks. Output quality from large language models depends heavily on how the request is framed, so prompt craft has become a writing skill organisations now expect alongside email and report writing. AI Prompt Writing for Business Professionals is delivered by Jupiter Prime Training.

Why AI Prompt Writing Matters Now

Two forces and one stakeholder group shape AI prompt writing today. Chat interfaces have put large language models in front of almost every desk-based employee. Models respond very differently to vague and precise instructions, so two colleagues asking the same question get uneven answers. Compliance and quality reviewers want repeatable wording they can audit. Organisations that standardise strong instructions gain consistent, checkable output; those that leave phrasing to habit get drift, rework and occasional fabricated content. The course draws its evaluation and accountability guardrails from ISO/IEC 42001, the AI management system standard, and the NIST AI Risk Management Framework AI RMF.

Who Gains Most from AI Prompt Writing

- Specialists who turn source documents into summaries, briefs and correspondence through generative models
- Analysts who extract structured fields, tables and classifications from unstructured text
- Coordinators who maintain shared instruction templates for colleagues across a function
- Quality and compliance reviewers who check model output against house rules before release
- Subject experts in legal, procurement and customer service who must encode domain rules into instructions

A function that sends a writer, a reviewer and a subject expert together gains most, because the three perspectives shape instructions that are both precise and auditable.

AI Prompt Writing Capabilities

Participants move from trial-and-error phrasing to deliberate instruction design with measurable output quality.

- Design layered instructions using persona, objective, constraints and delimiters — the reviewer checking consistency
- Apply few-shot exemplars and counter-examples to steer tone and structure — the reader of the final text
- Build multi-step prompt chains that split extraction, drafting and checking — the process owner tracing errors
- Specify output formats such as tables, JSON fields and bullet templates — downstream systems and colleagues
- Test competing prompt variants with a scoring rubric — the decision on which wording becomes standard
- Communicate version notes and usage limits for each saved prompt — colleagues reusing the catalogue

Key AI Prompt Writing Terms

- System instruction — the standing directive that sets a model's persona, boundaries and style before any user request is processed
- Few-shot prompting — including a small number of worked input-output examples so the model infers the expected pattern
- Delimiter — a marker such as triple quotes or tags that separates instructions from pasted source material
- Prompt chaining — passing the output of one instruction into the next so a complex task is handled in checked stages
- Output schema — a fixed structure, such as named fields or a table layout, that the model must follow
- Evaluation rubric — a scoring sheet of criteria such as accuracy, completeness and tone used to compare prompt variants

AI Prompt Writing Day by Day

Day 1: How Language Models Read Instructions

- Token Prediction and Context Windows — Why Wording Changes Answers
- Instruction Anatomy Model — Persona, Objective, Constraints and Audience
- Ambiguity Audit of Existing Requests — Sources of Inconsistent Output
- Confidential Text Handling Rules — What Never Enters a Prompt
- NIST AI RMF Measure Function — Defining What Good Output Means

Day 2: Steering With Examples and Structure

- Few-Shot Exemplar Selection — Steering Tone, Length and Vocabulary
- Counter-Examples and Negative Constraints — Preventing Recurring Errors
- Delimiters and Source Separation — Protecting Instructions From Pasted Text
- Output Schemas for Tables and Fields — Feeding Downstream Spreadsheets
- System Instruction Drafting — Setting Standing Boundaries for a Task

Day 3: Chaining and Complex Tasks

- Task Decomposition Into Prompt Chains — Isolating Extraction From Drafting
- Self-Critique and Revision Steps — Catching Omissions Before Release
- Classification and Tagging Prompts — Routing Customer and Supplier Messages
- Long-Document Condensing Strategies — Fitting Source Material Within Context Limits
- Multilingual Prompting — Consistency Between Arabic and English Output

Day 4: Evaluating and Versioning Prompts

- Evaluation Rubric Design — Accuracy, Completeness, Tone and Format Criteria
- Side-by-Side Variant Testing — Selecting the Standard Wording
- Fabrication Checks Against Source Text — Release Conditions for Output
- ISO/IEC 42001 Documentation Themes — Recording Prompt Purpose and Owner
- Version Notes and Change Logs — Traceability When Wording Changes

Day 5: Practising the Business Prompt Catalogue

- Rewriting Audited Requests — Applying the Instruction Anatomy Model
- Chain Rehearsal on Procurement and Legal Cases — Peer Scoring Against Rubric
- Schema Stress Test — Edge Cases From Customer Service Messages
- Catalogue Entry Template — Purpose, Inputs, Limits and Owner Fields
- Business Prompt Catalogue — Tested Entries With Scores and Versions

Applying AI Prompt Writing After the Course

- Audit ten frequently used requests in the function with the instruction anatomy model and replace the weakest three with rubric-tested versions
- Set up a shared catalogue with version notes and a monthly side-by-side test of the most used entries

AI Prompt Writing Questions FAQ

What is AI Prompt Writing and why does it matter now?

AI Prompt Writing is the craft of framing instructions so generative models return accurate, consistent and well-structured output. It matters now because almost every professional uses these models, and small wording differences produce very different results.

Which roles gain most from AI Prompt Writing training?

Specialists, analysts, coordinators and quality reviewers gain most from AI Prompt Writing. Examples come from procurement, legal and customer service, where precise extraction, classification and drafting instructions save rework and reduce review effort.

How does AI Prompt Writing differ from a general applied AI course?

AI Prompt Writing goes deep on instruction design, chaining, output schemas and rubric-based testing. A general applied AI course spreads attention across use cases, automation and data tasks; here you spend one week refining the wording itself.

What do you bring back from AI Prompt Writing training?

You bring back a catalogue of tested instructions for your recurring business tasks. Each entry carries its purpose, inputs, limits, rubric score and version notes, so colleagues can reuse it with confidence.

AI Prompt Writing: The Way Forward

The business prompt catalogue holds each tested instruction with its rubric score, owner and version history. Its first decision is which wording becomes the standard for the function's most frequent request, and reviewers use it to check output against agreed criteria. After the first quarter of use, revisit the scores, because model updates can shift how instructions are interpreted.