

General Information:	
<b>Date</b>	25 till 29 August 2025
<b>Teaching units (90 mins)</b>	12
<b>Location</b>	Münster
<b>Country</b>	Germany
<b>Price</b>	575
<b>VAT</b>	not included: + 19%
<b>Minimum Number of Participants</b>	5
<b>Accommodation</b>	not included / self organised
<b>Your trainer</b>	Dr. Jan Schmidt



## Course Description

Everyone is talking about AI! But when you listen to them, it seems like it's a foreign language? Still you know: there's a lot of potential in this AI thing... If you take a closer look, you'll find out two things: (1) It's not that complicated: just two dozen new words to learn and you'll feel much more comfortable and confident. (2) Yes, there is a lot of potential in AI, especially generative AI for your everyday office work.

It's never been easier to brainstorm, find information, create text, images or video. And there is much more to discover. - The workshop is designed for people who have little or no knowledge of generative AI, but want to explore and use its potential. We will do this by going through different tools and exploring how they work and where they can be used in everyday office life. Tools explored:


- () LLMs: ChatGPT, Perplexity and Claude3
- () Creating images (text-to-image): Dall-E, Midjourney and FreePik
- () Creating videos for tutorials or promotion purpose (text-to-video): invideo.ai and Renderforest.
- () Integrated AI to create presentations, flyer oder videos: Canva.

Participants need to sign up for a ChatGPT or Perplexity Pro-Account (20 \$ / one month).

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<p><b>Overall objectives of the mobility</b></p>	<p>Participants will ...</p> <ul style="list-style-type: none"> <li>() Learn what generative AI is and what terms are important for using the tools.</li> <li>() Learn basic prompt engineering: How to "talk to AI"?</li> <li>() Gain insight into             <ul style="list-style-type: none"> <li>(a) text to text AI to create and revise text (Chat GPT/Perplexity/Claude3).</li> <li>(b) text to image AI to create images and brochures (e.g. Midjourney, DALL-E)</li> <li>(c) text to video AI to create videos and tutorials (invideo.ai, renderforest).</li> </ul> </li> <li>() Build their own GPT! - How to use ChatGPT to create a "chatbot", to find content in your own documents faster or to create content for specific forms. (It's much easier than it sounds!!!)</li> </ul>
<p><b>Added Value of the mobility (in the context of modernisation and internationalisation of the sending institution)</b></p>	<ul style="list-style-type: none"> <li>() Participants will be more efficient in their everyday work and will be capable to generate more and new results.</li> <li>() Participants will share their knowledge about AI in their home institution. Thus they will massively contribute to modernisation.</li> <li>() Meeting with colleagues from all over Europe the participants will further develop their international network.</li> </ul>
<p><b>Activities to be carried out</b></p>	<p>The workshop will be highly interactive and give opportunities to exchange and contribute continuously. Methods used are:</p> <ul style="list-style-type: none"> <li>() Presentation by trainer.</li> <li>() Working in pairs and small groups.</li> <li>() Presentations by participants &amp; Feedback</li> <li>() Online resources: various generative AI-tools.</li> <li>() Working on use cases and examples provided by participants.</li> <li>() Please bring your own device (Laptop!).</li> </ul>

<p><b>Expected impact and outcome</b></p>	<p>The aim of the workshop is to introduce the participants to AI and its applications in everyday office life. Therefore after the workshop they will be able to:</p> <ul style="list-style-type: none"> <li>( ) Participate in basic discussions on AI using the most frequent terms.</li> <li>( ) Generate prompts in different text-to-contexts.</li> <li>( ) Use AI in daily work.</li> <li>( ) Able to follow the further development of AI and familiarise themselves independently with new versions or new tools.</li> </ul>
<p><b>Target group</b></p>	<p>Employees in university administration and researchers interested in AI-applications.</p>

<p><b>Your Destination</b></p> 	<p>Visit and explore the beautiful city of Münster! Located in the western part of Germany, Münster is a city with many students and is characterised by cyclists, green spaces and many old buildings. A city with a peaceful and international atmosphere that also offers the opportunity to explore the nearby Ruhr area.</p>
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<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>
09.00-12.30	09.00-12.30	09.00-12.30	09.00-12.30	09.00-12.30
( ) Welcome! Expectations? ( ) Introduction to generative AI. How does AI work? ( ) Basic "AI-Vocabulary": LLMs, machine learning and more.	( ) Prompt engineering II	( ) Chat GPT (Part II) & Dall-E/Midjourney: Creating pictures	( ) Short videos, intros & tutorials: invideo.ai, Renderforest. ( ) Canva as a tool to create professional presentations, flyer, videos and more.	( ) Build your own GPT! ( ) Work on your own projects ( ) Further topics (Q&A)
12.30-13.30	12.30-13.30	12.30-13.30	12.30-13.30	12.30-13.30
<i>Lunch</i>	<i>Lunch</i>	<i>Lunch</i>	<i>Lunch</i>	<i>Lunch</i>
13.30-15.00	13.30-15.00	13.30-15.00	13.30-15.00	13.30-15.00
( ) Prompt engineering I	( ) ChatGPT & Perplexity: How to use them and where to apply them in daily routine?	Free time: Explore Münster!	( ) Build your own GPT!	( ) Evaluation & Farewell
Evening	Evening	Evening	Evening	Evening