La Beeze Digitale

2026 – 2027 EDITION

Training catalogue

Social media · Marketing strategy · Content creation
Artificial intelligence · Microsoft Copilot

Mélissa Boughanem
AI & Digital Marketing Trainer · Founder of La Beeze Digitale

www.labeezedigitale.com

Qualiopi-certified training courses · Delivered in English or French · Registration no. 44550061055

ABOUT

Your trainer

Mélissa Boughanem is a trainer in artificial intelligence and digital marketing, specialised in instructional design, and the founder of La Beeze Digitale. She helps large corporations, SMEs and freelancers turn their social media into a real growth driver and bring artificial intelligence into their daily work.

No jargon, no magic recipes: method and plenty of practice. Every course can be delivered in English or in French.



+850	5/5	80%	EN · FR
people trained	from 250+ Google and LinkedIn reviews	hands-on practice	courses delivered in English or French

They trust us

And many more, from small businesses to large corporations.

APPROACH AND QUALITY

A results-driven approach

80% practice, 20% theory

No slide marathons: we open the accounts and work live. Participants leave with content ready to publish.

Participants' real cases

Exercises use their own profiles, company and content, not generic examples.

Tailored programmes

Content, duration and level are adapted to each group's sector, audience and goals.

In English or French

On-site or remote, in-company or open sessions, group or one-to-one, across France and online.

A quality process at every step

01
Needs analysis
Discussion with the client about context, audience and goals.

02
Tailored programme
Content, exercises and duration adapted to the group and its sector.

03
Pre-assessment
Participants' level and expectations assessed beforehand.

04
Action learning
Short inputs, workshops on real cases and live feedback.

05
Evaluation
Knowledge quiz, satisfaction survey and certificate of completion.

CERTIFICATION

Qualiopi-certified training courses

The French State-recognised quality standard.

FUNDING

CPF · OPCO · FIFPL · AGEFICE

Support with all administrative steps (French funding schemes).

Accessibility. Courses are accessible to people with disabilities: contact us beforehand so we can adapt the arrangements. **Confidentiality.** Documents and data shared during the course remain strictly confidential.

What clients say

Her energy, teaching skills and availability made this session a learning experience full of sharing and good spirits. Objective achieved!

Marc Branche
Director, Banque des Dirigeants, Crédit Agricole IDF

Her approach is structured, practical and adapted to the reality of businesses. She offers tools you can apply immediately.

Mireille Tremblay
President, Ateliers Balthazar

A very rich and personalised digital marketing course. She took the time to explore each of our requests in depth.

Olivia El Gamil
Sales Executive, Ethiopian Airlines (APG France)

Testimonials translated from French.

★★★★★ **5/5 from 250+ reviews** · See Google reviews · See LinkedIn recommendations

CATALOGUE

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Every course is fully customisable: duration, content and level are adapted to each group's needs and goals. Courses can be delivered on-site or remotely, in-company or as open sessions, in English or in French.

AREA

01

Social media and marketing strategy

Be visible where your clients, partners and future employees are: understand each platform, build a clear strategy and create content people want to engage with.

RS-01	Communicating effectively on LinkedIn and building your marketing strategy
RS-02	Communicating effectively on Instagram and Facebook and building your marketing strategy
RS-03	Communicating effectively on social media and building your marketing strategy
RS-04	Understanding social media and marketing strategy to delegate your communication
RS-05	Employee Advocacy: turning your employees into company ambassadors on LinkedIn

RS-01 SOCIAL MEDIA AND MARKETING STRATEGY

Communicating effectively on LinkedIn and building your marketing strategy

Optimise your LinkedIn presence, grow your network and build a content strategy that attracts clients, partners and candidates.

DURATION
Tailored

FORMAT
On-site or remote

AUDIENCE
Entrepreneurs, freelancers, employees

LANGUAGE
English or French

LEARNING OBJECTIVES

- Understand how LinkedIn and its algorithm work
- Grow and nurture your professional network
- Write and illustrate effective posts
- Optimise your personal profile and company page
- Build a content strategy tailored to your audience
- Measure results and adjust your strategy

PROGRAMME

1 Digital marketing fundamentals
- Key components, branding and online reputation
- Communication goals and personas
- Editorial line and best times to post

2 Understanding LinkedIn and optimising your profile
- Positioning, features and algorithm
- Formats: posts, carousels, videos, articles, newsletters
- Photo, banner and headline
- Writing each section with strategic keywords

3 Network, engagement and company presence
- Invitations, interactions and conversations
- Prospecting on LinkedIn
- Creating and running a company page
- Employer branding and recruitment
- LinkedIn Premium and advertising

4 Building your content strategy
- Content pillars and editorial calendar
- Planning tools and AI to save time
- Writing for LinkedIn and creating visuals with Canva
- LinkedIn analytics and SSI
- Analysing your best-performing posts

PREREQUISITES

- Comfortable with everyday office tools (word processing, web browsing)
- A LinkedIn account (it can be created during the course)

HANDS-ON WORKSHOPS

- Defining your persona and editorial line
- Optimising your profile and company page
- Networking and prospecting simulation
- Building your editorial calendar and writing posts

OPTIONAL MODULES

- LinkedIn Recruiter: posting a job and finding the right candidates
- Online booking with Calendly

ASSESSMENT

Pre-assessment, end-of-course knowledge quiz, satisfaction survey, certificate of completion.

RS-02 SOCIAL MEDIA AND MARKETING STRATEGY

Communicating effectively on Instagram and Facebook and building your marketing strategy

Professionalise your Instagram and Facebook accounts, create engaging content and steer your strategy with the right metrics.

DURATION
Tailored

FORMAT
On-site or remote

AUDIENCE
Entrepreneurs, freelancers, employees

LANGUAGE
English or French

LEARNING OBJECTIVES

- Understand how Instagram and Facebook work
- Grow your community and engagement
- Write and illustrate effective posts
- Set up and optimise your professional accounts
- Build a content strategy tailored to your audience
- Measure results and adjust your strategy

PROGRAMME

1 Digital marketing fundamentals

- Key components, branding and online reputation
- Communication goals and personas
- Choosing the right platforms for your business
- Best times to post

2 Instagram and Facebook for professionals

- Positioning, features and algorithms
- Formats: posts, carousels, Reels, stories
- Switching to a professional account and linking Instagram to Facebook
- Writing an effective bio, profile photo and story highlights

3 Community and engagement

- Interactions and comments: best practices
- Using hashtags and keywords wisely
- Following and collaborating with the right accounts

4 Building your content strategy

- Content pillars and editorial calendar
- Creation, management and scheduling tools
- Saving time with AI: ideas and first drafts
- Writing for each platform and creating visuals with Canva

5 Measuring and adjusting

- Instagram and Facebook insights
- Analysing your best-performing posts
- Instagram and Facebook advertising basics

PREREQUISITES

- Comfortable with everyday office tools (word processing, web browsing)
- An Instagram account and/or a Facebook page

HANDS-ON WORKSHOPS

- Defining your persona and key messages
- Optimising your professional accounts
- Creating story highlights
- Building your editorial calendar, templates and posts

ASSESSMENT

Pre-assessment, end-of-course knowledge quiz, satisfaction survey, certificate of completion.

RS-03 SOCIAL MEDIA AND MARKETING STRATEGY

Communicating effectively on social media and building your marketing strategy

The complete course: LinkedIn, Instagram and Facebook, from account optimisation to a content strategy managed over time.

DURATION
Tailored

FORMAT
On-site or remote

AUDIENCE
Entrepreneurs, freelancers, employees

LANGUAGE
English or French

LEARNING OBJECTIVES

- Choose the right platforms for your business
- Grow your network and community engagement
- Write and illustrate content for each platform
- Optimise your LinkedIn, Instagram and Facebook accounts
- Build a tailored social media strategy
- Measure results and adjust your strategy

PROGRAMME

1 Digital marketing fundamentals
- Key components, branding and online reputation
- Communication goals, personas and editorial line
- Overview of platforms and their audiences
- How the algorithms work

2 LinkedIn for professionals
- Profile optimisation: photo, banner, headline, sections
- Creating and running a company page
- Networking, prospecting, employer branding
- Analytics, SSI and LinkedIn advertising

3 Instagram and Facebook for professionals
- Professional accounts, bio and story highlights
- Linking Instagram and Facebook
- Engagement, hashtags and keywords
- Insights and Meta advertising

4 Content strategy and follow-up
- Content pillars and editorial calendar
- Writing for each platform, visuals with Canva
- Scheduling tools and AI to save time
- Performance analysis and next steps

PREREQUISITES

- Comfortable with everyday office tools (word processing, web browsing)
- Access to the relevant social media accounts

HANDS-ON WORKSHOPS

- Choosing platforms and defining your persona
- Optimising LinkedIn, Instagram and Facebook profiles
- Networking and prospecting simulation
- Building your editorial calendar and post templates

ASSESSMENT

Pre-assessment, end-of-course knowledge quiz, satisfaction survey, certificate of completion.

RS-04 SOCIAL MEDIA AND MARKETING STRATEGY

Understanding social media and marketing strategy to delegate your communication

For leaders who outsource their communication: master the codes of LinkedIn, Instagram and Facebook to brief, approve and manage the person or agency in charge.

DURATION
Tailored

FORMAT
On-site or remote

AUDIENCE
Business leaders, entrepreneurs, managers

LANGUAGE
English or French

LEARNING OBJECTIVES

- Understand how social media and marketing strategy work
- Know the writing and visual codes of each platform
- Brief, approve and manage the person in charge of your communication
- Choose the right platforms for your business
- Recognise what a successful social media strategy looks like

PROGRAMME

1. **Strategy fundamentals**
   - Key components, branding and online reputation
   - Your audience's needs and expectations
   - Overview of platforms and their audiences
   - How the algorithms work
2. **Social media for professionals**
   - LinkedIn: optimised profile and company page
   - Employer branding, recruitment and prospecting
   - Instagram and Facebook: professional accounts and formats
   - Community and engagement
3. **Content strategy**
   - Content pillars and editorial calendar
   - The codes of impactful visuals
   - Writing codes for each platform
   - What AI changes in content creation
4. **Delegating with confidence**
   - Writing a clear brief
   - Approving proposed content
   - Tracking the right metrics and reading analytics

PREREQUISITES

- Comfortable with everyday office tools (word processing, web browsing)

HANDS-ON WORKSHOPS

- Audit of your social media presence
- Optimising your LinkedIn profile
- Writing the brief for your communication strategy

ASSESSMENT

Pre-assessment, end-of-course knowledge quiz, satisfaction survey, certificate of completion.

RS-05 SOCIAL MEDIA AND MARKETING STRATEGY

Employee Advocacy: turning your employees into company ambassadors on LinkedIn

Train teams to speak up on LinkedIn to amplify the company's visibility and employer brand.

DURATION
Tailored

FORMAT
On-site or remote

AUDIENCE
Employees, managers, brand ambassadors

LANGUAGE
English or French

LEARNING OBJECTIVES

- Understand LinkedIn's role in promoting the company
- Know what to post, when and for whom
- Amplify the company's visibility through team engagement
- Optimise your profile in line with the company's values
- Write and illustrate your content

PROGRAMME

1. **Employee Advocacy fundamentals**
   - Definition and benefits for the company and employees
   - Impact on employer brand and visibility
2. **The employee's LinkedIn profile**
   - How LinkedIn works: formats and algorithm
   - Photo, banner (Canva) and headline
   - Writing with strategic keywords
   - Alignment with company values and goals
3. **Network and voice**
   - Growing and nurturing your network
   - Interacting and commenting effectively
   - Types of content to share
   - Consistency, hashtags and mentions
4. **Strategy and follow-up**
   - Identifying your content pillars
   - Building a two-month editorial calendar
   - LinkedIn analytics and SSI

PREREQUISITES

- Comfortable with everyday office tools (word processing, web browsing)
- A LinkedIn account

HANDS-ON WORKSHOPS

- Optimising your personal profile and settings
- LinkedIn interaction simulation
- Building your two-month editorial calendar

OPTIONAL MODULES

- Coaching for executives and top management on speaking up on LinkedIn

ASSESSMENT

Pre-assessment, end-of-course knowledge quiz, satisfaction survey, certificate of completion.

AREA

02

Content creation and visibility

Professional visuals without being a designer, and a local presence that brings in clients: master Canva and Google Business Profile.

CC-01	Creating social media content with Canva
CC-02	Getting found locally with Google Business Profile

CC-01 CONTENT CREATION AND VISIBILITY

Creating social media content with Canva

Build your visual identity and independently create professional visuals for all your communication channels.

DURATION
Tailored

FORMAT
On-site or remote

AUDIENCE
Entrepreneurs, freelancers, employees

LANGUAGE
English or French

LEARNING OBJECTIVES

- Build your visual identity
- Master Canva and its AI features
- Roll out a visual strategy tailored to your audience
- Create any type of content: posts, carousels, stories, banners, flyers, logos

PROGRAMME

1 Visual identity and strategy
- Colours, typography and visual consistency
- Adapting visuals to your audience and each platform
- Creating your brand kit

2 Mastering Canva
- Interface, templates and elements
- Formats for each platform
- Organising and sharing designs
- Saving time with Canva's AI: generating, retouching, resizing

3 Creating your content
- Post visuals and carousels
- Instagram stories and highlights
- LinkedIn banners (profile and page)
- Flyers and logos

PREREQUISITES

- Comfortable with everyday office tools (word processing, web browsing)
- A Canva account (free version is enough)

HANDS-ON WORKSHOPS

- Creating your brand kit
- Creating reusable post templates
- Creating stories and highlights
- Creating LinkedIn banners

ASSESSMENT

Pre-assessment, end-of-course knowledge quiz, satisfaction survey, certificate of completion.

CC-02 CONTENT CREATION AND VISIBILITY

Getting found locally with Google Business Profile

Create, optimise and manage your Google profile to be found by clients in your area, and turn your reviews into a real trust driver.

DURATION
Tailored

FORMAT
On-site or remote

AUDIENCE
Shop owners, craftspeople, SMEs, freelancers

LANGUAGE
English or French

LEARNING OBJECTIVES

- Understand how local search works
- Keep your profile active with posts and photos
- Track your insights and measure results
- Create and optimise your Google Business Profile
- Get more reviews and respond to them appropriately

PROGRAMME

1. **Local search fundamentals**
   - How Google ranks local results
   - The role of your profile in Search and Maps
2. **A complete, optimised profile**
   - Information, categories and opening hours
   - Description with the right keywords
   - Photos, videos, products and services
3. **Engaging and reassuring**
   - News, offers and events
   - A posting rhythm that is easy to keep
   - Getting more reviews
   - Responding to positive and negative reviews
4. **Measuring**
   - Searches, calls, direction requests
   - Adjusting your actions

PREREQUISITES

- Comfortable with everyday office tools (word processing, web browsing)
- A Google account

HANDS-ON WORKSHOPS

- Full optimisation of your profile
- Writing your description and a first post
- Creating template responses to reviews

ASSESSMENT

Pre-assessment, end-of-course knowledge quiz, satisfaction survey, certificate of completion.

AREA

03

Artificial intelligence

From curiosity to concrete use: understand generative AI, write effective prompts and bring it into your work, safely.

IA-01	Saving time every day with generative AI
IA-02	Building your own custom AI assistants, no code required
IA-03	Creating social media content with AI
IA-04	Creating visuals and videos with AI
IA-05	Prospecting and growing sales with AI and LinkedIn
IA-06	Communicating on social media and building your marketing strategy with AI

IA-01 ARTIFICIAL INTELLIGENCE

Saving time every day with generative AI

A course to demystify AI and leave with concrete use cases, whatever your job: writing, summarising, organising, finding ideas.

DURATION
Tailored

FORMAT
On-site or remote

AUDIENCE
All employees, entrepreneurs and freelancers, AI beginners

LANGUAGE
English or French

LEARNING OBJECTIVES

- Understand what generative AI is, what it can and cannot do
- Use AI to write, summarise, organise and find ideas
- Identify the use cases that matter for your role
- Write effective prompts
- Check answers and protect confidential data

PROGRAMME

1 Understanding generative AI
- Definition and how it works, without jargon
- Overview of tools: ChatGPT, Copilot, Gemini, Le Chat…
- What AI does well and badly: errors, bias

2 Mastering the art of prompting
- The ingredients of an effective request
- Iterating to refine an answer
- Creating and reusing your best prompts

3 AI in your daily work
- Writing and rephrasing emails and documents
- Summarising a document or a meeting
- Finding ideas and structuring a project
- Preparing a presentation, analysing a simple table
- Introduction to image generation

4 Using AI safely
- Confidential data and GDPR
- Checking and proofreading answers
- Company usage rules

PREREQUISITES

- Comfortable with everyday office tools (word processing, web browsing)
- A ChatGPT account or another AI assistant (free version is enough)

HANDS-ON WORKSHOPS

- Turning vague prompts into effective ones
- Writing and summarising everyday documents
- Building your personal prompt library

ASSESSMENT

Pre-assessment, end-of-course knowledge quiz, satisfaction survey, certificate of completion.

IA-02 ARTIFICIAL INTELLIGENCE

Building your own custom AI assistants, no code required

Build tailored assistants that know your company, your tone and your processes, so you stop repeating the same instructions to AI.

DURATION
Tailored

FORMAT
On-site or remote

AUDIENCE
Employees, managers, entrepreneurs already familiar with AI

LANGUAGE
English or French

LEARNING OBJECTIVES

- Understand what a custom AI assistant is
- Write clear instructions and add your documents
- Use your assistants safely
- Identify the tasks worth an assistant
- Test, improve and share your assistants with your team

PROGRAMME

1 Understanding custom assistants

- Custom GPTs and Projects in ChatGPT
- Gems in Gemini
- Agents in Microsoft Copilot
- Good use cases: repetitive tasks, company tone, internal procedures

2 Building your assistant

- Defining its role and goal
- Writing the instructions
- Adding reference documents
- Providing examples and limits

3 Testing and rolling out

- Testing on real cases
- Refining the instructions
- Sharing with your team
- Confidentiality and sensitive data

PREREQUISITES

- Regular use of an AI assistant (ChatGPT, Copilot, Gemini…)
- An account that allows you to create assistants (depending on the tool)

HANDS-ON WORKSHOPS

- Choosing your use cases
- Building a writing assistant in your company's tone
- Building an assistant for your role

ASSESSMENT

Pre-assessment, end-of-course knowledge quiz, satisfaction survey, certificate of completion.

IA-03 ARTIFICIAL INTELLIGENCE

Creating social media content with AI

Use ChatGPT and visual AI tools to find ideas, write posts and create visuals faster, without losing your authenticity.

DURATION
Tailored

FORMAT
On-site or remote

AUDIENCE
Entrepreneurs, freelancers, communication officers

LANGUAGE
English or French

LEARNING OBJECTIVES

- Use AI as an assistant for your content strategy
- Write posts tailored to each platform and audience
- Keep your communication authentic and compliant
- Generate ideas and an editorial calendar
- Create visuals and short videos with AI

PROGRAMME

1. **AI for your communication**
   - ChatGPT and other AI assistants
   - AI visual creation tools (Canva, image generators)
   - Limits, copyright and authenticity
2. **From idea to calendar**
   - Defining your persona and editorial line with AI
   - Generating content ideas
   - Building an editorial calendar
3. **Writing and illustrating**
   - Teaching AI your tone and style
   - Adapting content to LinkedIn, Instagram and Facebook
   - Hooks, carousels and video scripts
   - Generating and editing visuals, creating short videos

PREREQUISITES

- Comfortable with everyday office tools (word processing, web browsing)
- Being active on at least one social network
- A ChatGPT account and a Canva account

HANDS-ON WORKSHOPS

- Building your personal writing assistant
- Creating a one-month editorial calendar
- Writing and illustrating ready-to-publish posts

ASSESSMENT

Pre-assessment, end-of-course knowledge quiz, satisfaction survey, certificate of completion.

IA-04 ARTIFICIAL INTELLIGENCE

Creating visuals and videos with AI

Produce professional-quality images and short videos with AI tools while keeping a consistent visual identity.

DURATION
Tailored

FORMAT
On-site or remote

AUDIENCE
Entrepreneurs, freelancers, communication officers

LANGUAGE
English or French

LEARNING OBJECTIVES

- Know the main image and video generation tools
- Edit and adapt your visuals
- Respect usage rights and stay transparent
- Write precise prompts to get the visual you want
- Create short videos for social media

PROGRAMME

1. **Tool overview**
   - Image generators: ChatGPT, Canva, Midjourney…
   - AI video creation and editing tools
   - Strengths, limits and costs of each tool
2. **Creating your visuals**
   - Describing style, composition and colours
   - Keeping a consistent identity
   - Retouching, cutting out, upscaling, resizing
3. **Creating your videos**
   - Writing a script with AI
   - Generating and editing sequences
   - Subtitles and formats for Reels, stories and LinkedIn
4. **Best practices**
   - Usage rights for generated content
   - Transparency with your audience
   - Keeping a human touch

PREREQUISITES

- Comfortable with everyday office tools (word processing, web browsing)
- A Canva account and a ChatGPT account

HANDS-ON WORKSHOPS

- Creating a series of on-brand visuals
- Adapting one visual to several formats
- Creating a ready-to-publish short video

ASSESSMENT

Pre-assessment, end-of-course knowledge quiz, satisfaction survey, certificate of completion.

IA-05 ARTIFICIAL INTELLIGENCE

Prospecting and growing sales with AI and LinkedIn

Save time across the whole sales process: target, prepare meetings and write personalised messages that get replies.

DURATION
Tailored

FORMAT
On-site or remote

AUDIENCE
Sales people, entrepreneurs, freelancers

LANGUAGE
English or French

LEARNING OBJECTIVES

- Define your target and message with AI
- Write personalised prospecting messages
- Follow up with prospects effectively
- Optimise your LinkedIn profile for sales
- Prepare meetings and sales proposals

PROGRAMME

1 Preparing your prospecting

- Defining your ideal client with AI
- Building your pitch and key messages
- A client-focused LinkedIn profile

2 Prospecting on LinkedIn

- Finding and qualifying prospects
- Connection requests and first conversations
- Content as a prospecting tool
- The Social Selling Index (SSI)

3 AI as your sales assistant

- Personalising messages at scale
- Preparing a meeting in minutes
- Writing proposals and follow-ups
- Limits and best practices

PREREQUISITES

- Comfortable with everyday office tools (word processing, web browsing)
- A LinkedIn account and a ChatGPT account

HANDS-ON WORKSHOPS

- Defining your ideal client
- Writing a prospecting message sequence
- Preparing a client meeting with AI

ASSESSMENT

Pre-assessment, end-of-course knowledge quiz, satisfaction survey, certificate of completion.

IA-06 ARTIFICIAL INTELLIGENCE

Communicating on social media and building your marketing strategy with AI

The complete programme: strategy, LinkedIn, Instagram and Facebook, with artificial intelligence built into every step to save time.

DURATION
Tailored

FORMAT
On-site or remote

AUDIENCE
Entrepreneurs, freelancers, employees

LANGUAGE
English or French

LEARNING OBJECTIVES

- Master LinkedIn, Instagram and Facebook
- Write and illustrate your content
- Use ChatGPT to speed up content creation
- Create a tailored social media strategy
- Understand the basics and impact of AI
- Save time and stay ahead

PROGRAMME

1. **Strategy and digital marketing**
   - Key components, branding and online reputation
   - Goals, persona and editorial line
   - Choosing platforms, how algorithms work
2. **LinkedIn and Instagram / Facebook**
   - Profile and company page optimisation
   - Networking, prospecting and employer branding
   - Professional accounts, bio and highlights
   - Engagement, analytics and advertising
3. **Content strategy and follow-up**
   - Content pillars and editorial calendar
   - Visuals with Canva and writing for each platform
   - Performance analysis and adjustments
4. **Making the most of AI and ChatGPT**
   - How ChatGPT works and the art of prompting
   - Finding ideas and writing for your audience
   - Building presentations, optimising meetings
   - Generating visuals and videos with AI

PREREQUISITES

- Comfortable with everyday office tools (word processing, web browsing)
- Access to the relevant social media accounts

HANDS-ON WORKSHOPS

- Defining your persona and relevant platforms
- Optimising LinkedIn, Instagram and Facebook profiles
- Building your editorial calendar and post templates
- Writing and creating visuals with AI

ASSESSMENT

Pre-assessment, end-of-course knowledge quiz, satisfaction survey, certificate of completion.

AREA

04

Microsoft Copilot

For companies using Microsoft 365: learn to use Copilot in Outlook, Teams, Word, Excel and PowerPoint, then go further with agents.

CP-01	Copilot every day: using AI in your work
CP-02	Advanced Copilot: agents, analysis and automation

CP-01 MICROSOFT COPILOT

Copilot every day: using AI in your work

A highly practical course so every employee saves time with Copilot on everyday tasks, even with no prior AI experience.

DURATION
Tailored

FORMAT
On-site or remote (large groups possible with breakout rooms)

AUDIENCE
All employees, AI beginners

LANGUAGE
English or French

LEARNING OBJECTIVES

- Understand generative AI and what Copilot can do
- Use Copilot in Outlook, Teams, Word and PowerPoint
- Make Copilot part of your daily work
- Write effective requests to Copilot
- Use AI safely and responsibly

PROGRAMME

1. **Discovering generative AI and Copilot**
   - Definition, possibilities and limits
   - Copilot vs ChatGPT
   - Where to find Copilot in Microsoft 365
2. **Writing good requests**
   - The ingredients of an effective request
   - Iterating with Copilot to refine an answer
   - Adjusting tone, length and format
3. **Copilot in everyday tools**
   - Outlook: summarising threads and drafting replies
   - Teams: meeting recaps and action items
   - Word: first drafts, summaries, rewriting
   - PowerPoint: turning a document into a presentation
4. **Using AI safely**
   - What Copilot can see
   - Information not to share
   - Checking and proofreading answers

PREREQUISITES

- Comfortable with Outlook, Word and Teams
- An active Copilot licence

HANDS-ON WORKSHOPS

- Rewriting vague requests
- Handling an email thread
- Writing meeting minutes
- Creating a document and a presentation
- Building your request library

ASSESSMENT

Pre-assessment, end-of-course knowledge quiz, satisfaction survey, certificate of completion.

CP-02 MICROSOFT COPILOT

Advanced Copilot: agents, analysis and automation

For regular Copilot users: analyse data, run in-depth research and build your own agents.

DURATION
Tailored

FORMAT
On-site or remote

AUDIENCE
Managers, financial controllers, executive committees, AI ambassadors

LANGUAGE
English or French

LEARNING OBJECTIVES

- Master advanced requests and reuse them as a team
- Run in-depth research
- Discover what Copilot Studio can do
- Analyse data with Copilot
- Build and share no-code agents

PROGRAMME

1 Advanced requests
- Multi-step requests, examples, roles, constraints
- Having Copilot critique and improve an answer
- Saving and sharing your requests

2 Analysis and research
- Copilot in Excel: analysis, formulas, charts
- The Analyst agent: multi-step analysis
- The Researcher agent: internal and web sources
- Notebooks to organise a project

3 Building your own agents
- Identifying tasks worth an agent
- Instructions, sources and sharing
- Testing and adjusting

4 Going further with Copilot Studio
- Scenarios and automation
- Governance, security and costs

PREREQUISITES

- Regular use of Copilot
- An active Microsoft 365 Copilot licence

HANDS-ON WORKSHOPS

- Creating a reusable reporting request
- Analysing a dataset and summarising it
- Writing a research brief
- Building an agent for your role

ASSESSMENT

Pre-assessment, end-of-course knowledge quiz, satisfaction survey, certificate of completion.

Let's build your next training course

Mélissa Boughanem · AI & Digital Marketing Trainer · Founder of La Beeze Digitale

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