

Artificial Intelligence: A Catch Up Event

Workshop Lists

Applied Prompt Engineering

by *Sander van Hasselt, Senior Management Analyst at Bearingpoint*



Unlock the power of AI by learning how digital conversations mirror real-world interactions. This hands-on workshop will equip you with essential skills in prompt engineering, providing practical experience in harnessing AI for effective communication. Join us to bridge the gap between human and machine dialogue!

Round 1: D4.07 | **Round 2:** Auditorium A3.04

Joan is Awful

By *Michiel Kamphuis, Lecturer and Researcher Sustainable Logistics at HAN University of Applied Sciences*



Step into the future during the interactive workshop "Joan is Awful: Ethics in Generative AI", inspired by the thought-provoking Black Mirror episode. We will delve into the ethical implications of AI's creative potential, from generating art to simulating realities. Participants can engage in a lively discussion, we will explore a case study, and discover how generative AI is reshaping our world.

Round 1: D4.03 | **Round 2:** D4.03

AI for Everyday Productivity

by *Iren Mihova, Communication Coordinator at Logitech*



How AI tools like Chat GPT can help enhance productivity. The focus will be on how these types of AI tools can work as an enhancement for productivity and efficiency in day-to-day work, rather than a complete replacement for certain tasks, actions, etc.

Round 1: D4.06 | **Round 2:** D4.06

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The Honeymoon Phase of Generative AI is Over



By Tobias Rümpler, Product Owner Generative AI at Porsche AG

Businesses are now seeking solutions that go beyond pilot phases to deliver sustainable improvements for themselves and their customers. Virtual Assistants and Conversational AI have the potential to revolutionize the value chain directly and indirectly. But how do we navigate in times of hype to generate long-term business value?

Round 1: Auditorium A3.04 | **Round 2:** D4.07

Text and Image Generation

By Ingeborg van den Heuvel, Communication Lecturer at HAN University of Applied Sciences



Prompting is giving an order to (generative) AI tools such as ChatGPT and Copilot. In this training you will learn how to communicate with these tools to generate texts and images that you can use further. In an active workshop you get to work yourself. You need your own laptop for this.

Round 1: D4.04 | **Round 2:** D4.04

Student and Lecturer Perspectives on GenAI in education

By Parisa Mehran, English Lecturer at the HAN of University of Applied Sciences & Hossein Ahmadzadeh, Student at HAN University.



What implications does the advent of GenAI hold for the field of education? What potential benefits and challenges does it present? In this session, we will explore both student and lecturer perspectives to understand their experiences and use of GenAI in education.

Round 1: D4.05 | **Round 2:** D4.05
