Data Analysis
Blockchain
AWS Certifications
Supply Chain
Cloud Computing
Data Culture
Cybersecurity
Data & BI
Data Visualization
Deep Learning
DevOps
International Business
Business Management
HR Forecasting
Generative AI
Sector-specific Generative AI
Sectoral AI
Industry 4.0 & 5.0
Artificial Intelligence
Internet of Things (IoT)
Programming Languages & Algorithms
Machine Learning
Programming Tools
S&OP
Strategic Plan
Power BI
Business & Marketing Forecasting
Sector Forecasting
Forecasting Processes
New Products
Strategic Foresight
CSR (Corporate Social Responsibility)
Information Systems
Decision Support Techniques
Qualitative Techniques
Quantitative Techniques
Digital Transformation

2026 TRAINING CATALOGUE

PREDICONSULT TRAINING
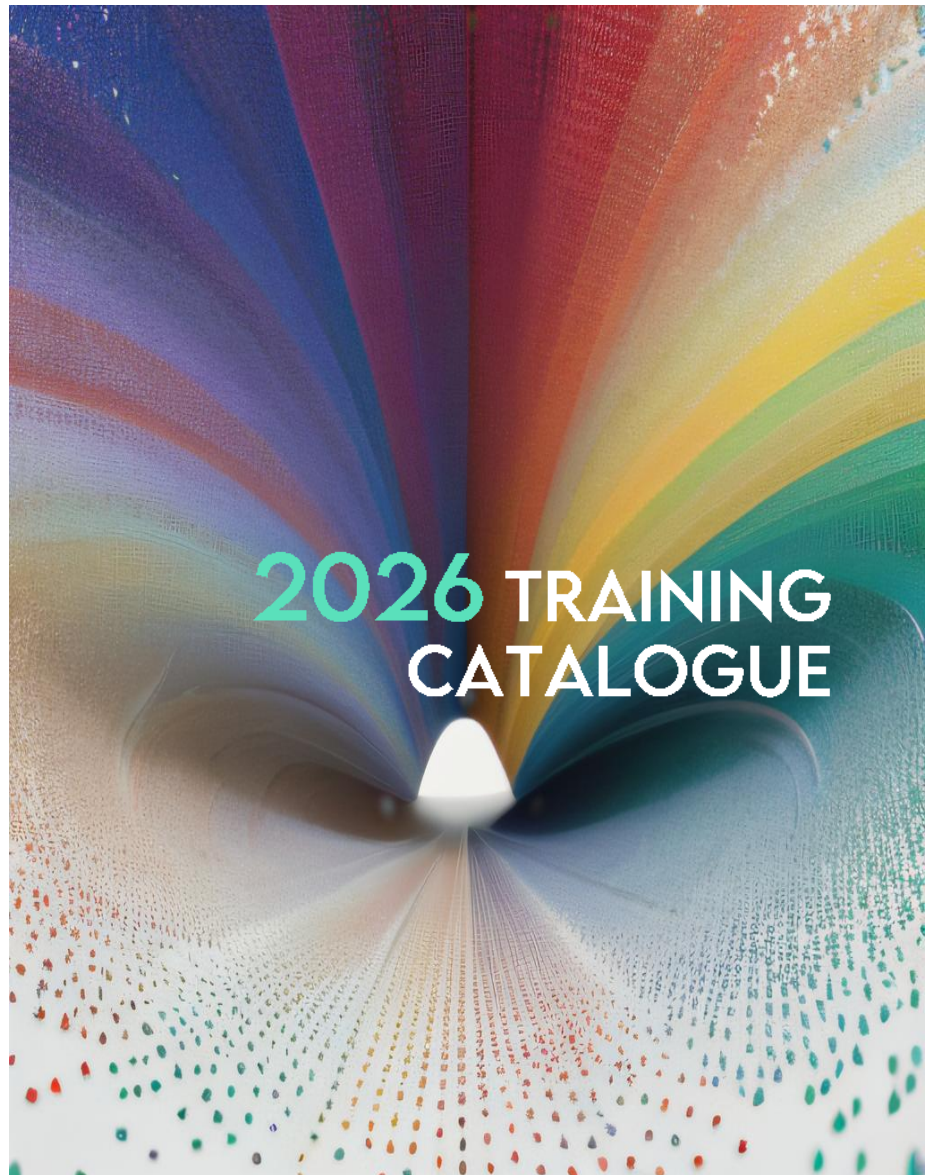
Hello,

It is with great pleasure that our team of trainers and experts at **PREDICONSULT TRAINING** presents the **2026 Training Catalogue**. It includes courses dedicated to **Data Science, Predictive Analytics** and **Artificial Intelligence**, **Decision Support Techniques**, **Business Management**, **IT and Computer Science.** We live in an era where the ability to access and interpret vast amounts of information has become a crucial skill. These emerging fields lie at the heart of the digital revolution, transforming both our world and the way organisations operate.

Data Science, a fundamental pillar of modern decision-making, offers powerful tools for extracting meaningful insights and recommendations from an ever-growing volume of data. In this catalogue, you will find comprehensive training courses, ranging from essential basics to advanced techniques, designed to equip you with the skills needed to understand, analyze, and effectively leverage data.

Predictive Analytics and Decision Support Techniques, meanwhile, are indispensable tools for anticipating future developments. Our training programmes will guide you through advanced methodologies and technologies to build robust predictive models that drive better strategic decisions.

Business management remains a major challenge in ensuring the success and sustainability of any organisation. Our one- to three-day courses offer a diverse range of skills in management, strategy, operations, leadership, and corporate social responsibility, enabling you to make informed decisions and guide your business and team toward operational excellence.

Finally, **IT, computing, and artificial intelligence (AI)** are constantly evolving, shaping our daily lives and redefining how we interact with the world around us. With disruptive innovations such as artificial intelligence, blockchain, cybersecurity, and other emerging fields, it is crucial to understand the possibilities they offer and adapt them to your needs. Our 2026 Training Catalogue provides a comprehensive set of resources to enhance and enrich your personal and professional journey.

Whether you are a professional looking to develop and perfect your skills and expertise, or a beginner eager to explore these exciting fields, our catalogue offers a range of training courses suitable for all levels. Thanks to our team of experts from the worlds of business and higher education, you will be supported with passion and professionalism throughout your learning journey.

We are confident that this catalogue will be a valuable resource for those who aspire to excel in the era of data, algorithms, and informed management. Explore these pages, immerse yourself in learning, and prepare to shape the future with intelligence and discernment.

With the **QUALIOPI** certification for training activities, obtained in March 2022, which guarantees quality and professionalism, we will continue to offer innovative, high-quality training courses that meet the expectations of both attendees and businesses.

We look forward to supporting you in developing your knowledge and skills, for your personal benefit and that of your organisation.

Welcome and see you soon!

Our international training courses

We offer on-demand international training courses, either face-to-face or online, with sessions in English or French.

For more information, please contact us:

Telephone: +33 **1 30 37 26 91**
Email: information@prediconsult.com

Mohsen HAMOUDIA
CEO and Founder of PREDICONSULT
View on LinkedIn

PREDICONSULT ◇ TRAINING

**Our solutions to support you
in your training programmes and objectives.**

Why choose PREDICONSULT TRAINING?

INTER-COMPANY

Our catalogue offers 70 training courses, divided into four main themes. This session format promotes the exchange of experiences among professionals from different cultures and organisations, focusing on themes and points of common interest.

INTRA - COMPANIES

Our catalogue offers 70 training courses, organised around four main themes. The sessions are designed to encourage the exchange of experiences among company employees from different departments, focusing on common subjects and objectives.

TAILOR-MADE TRAINING

These training courses enable attendees to benefit from unique, personalised, and high-quality learning paths. They are designed to take into account the specific characteristics, culture, and identity of the organization.

"FLASH" TRAINING COURSES

These training courses provide busy professionals with the opportunity to quickly acquire skills in a specific field in a concise and effective manner. For example, 'Flash' training courses can be integrated into the preparation of a seminar or project..

Training courses delivered by professionals who are experts in their fields working in companies and higher education.

Short training courses lasting one to four days.

Programmes incorporating the latest scientific and technological advances and innovations.

Teaching methods combining theory with practical applications, real-life scenarios, interactivity and the use of high-performance tools.

Quality certification:

Qualiopi
processus certifié
🇫🇷 RÉPUBLIQUE FRANÇAISE

QUALIOPI certification has been awarded to PREDICONSULT for the following category of activity: **Training Activities.**

See the QUALIOPI Certificate

For further information, please contact us:

Telephone: **+33 1 30 37 26 91**

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PREDICONSULT ⬥⬥ TRAINING

DECISION SUPPORT

MANAGEMENT

DATA SCIENCE

IT & ARTIFICIAL INTELLIGENCE

2026 TRAINING CATALOGUE

PREDICONSULT TRAINING

SALES AND MARKETING FORECASTING
Techniques, approaches and applications to reduce forecasting errors and boost sales.

Beginner

Intermediate

2 days

Forecasting helps companies anticipate demand and adapt their capacities and resources.

It is very important to have the knowledge necessary to build reliable forecasts that the company can rely on for its operational and strategic management.

❏ OBJECTIVES

This "**Sales and Marketing Forecasting**" training course will enable you to:

- Learn the main forecasting techniques and methods applied to marketing and sales.
- Apply these techniques to your data, interpret and evaluate their performance.
- Use and implement these techniques within your company's forecasting process.

❏ AUDIENCE

- Managers, demand planners
- Supply chain analysts, sales forces, marketers.
- Production and master plan managers (PDP).
- Scheduling managers, buyers.
- Teachers and researchers.

❏ PREREQUISITES

Basic knowledge of statistics (mean, standard deviation, etc.) is a plus.

❏ YOU WILL LEARN

By the end of this training course, you will be able to:

- Evaluate and select the appropriate forecasting methods based on your data and context.
- Reconcile your objectives/forecasts.
- Perform simulations and forecast scenarios.
- Implement a forecasting approach with its tools and processes.
- Integrate your forecasts into a collaborative approach.

❏ PROGRAMME

The forecasting process
- Principles, objectives and resources
- Links between objectives and forecasts

The main forecasting techniques
- Time series and extrapolation methods
- Methods using market and competition variables competition
- Top-down and bottom-up approaches
- Integration of adjustments outside the estimated models estimated
- Forecasting using artificial intelligence models (machine learning, etc.)

Simulation and interpretation
- Measuring and interpreting discrepancies between actual results and forecasts
- Performing simulations
- Monitor performance indicators to adjust and anticipate trend reversals

Select and implement the method best suited to the need and context
- What criteria should be used to implement a forecasting method in a company?
- How to build a collaborative forecasting process within a company?

Case studies and exercises using Forecast Pro software

❏ LEARNING PATH

SALES AND MARKETING FORECASTING

❏ **Quizzes after each chapter**
❏ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training

INTER-COMPANY

€1,780 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

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In-Person Training

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,880 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

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SALES FORECASTING WITH ARTIFICIAL INTELLIGENCE (AI)
Methods and applications to revolutionise sales forecasting with Artificial Intelligence (AI).

Beginner

Intermediate

2 days

Sales forecasting with Artificial Intelligence (AI) uses algorithms and machine learning models to predict future results based on historical and real-time data.

Some studies have shown that forecasts based on AI methods can surpass those generated by traditional methods in terms of reliability.

❑ OBJECTIVES

This training course, "**Sales Forecasting with Artificial Intelligence**", will enable you to:

- Discover the main forecasting methods and algorithms with AI.
- Use these methods on your data, interpret and evaluate their performance, and compare them to forecasts using traditional methods.
- Implement them within your company's forecasting process.

❑ AUDIENCE

- Managers, demand planners
- Supply chain analysts, sales forces, marketers.
- Production and master plan managers (PDP).
- Scheduling managers, buyers.
- Teachers and researchers.

❑ PREREQUISITES

General knowledge of statistics (mean, standard deviation, etc.) is an advantage.

❑ KNOWLEDGE REQUIREMENTS

At the end of this training course, you will be able to:

- Understand how AI can generate forecasts.
- Study the main forecasting algorithms with AI.
- Select the appropriate forecasting algorithms based on your data and needs.
- Compare forecasts using AI with those using other methods.
- Reconcile your objectives/forecasts.
- Implement a forecasting approach with AI.
- Integrate your forecasts into a collaborative approach.

❑ PROGRAMME

The forecasting process
- Principles, objectives and resources
- Links between objectives and forecasts

Reminders of the main forecasting techniques
- Temporal and extrapolation methods
- Top-down and bottom-up approaches

Forecasting methods using artificial intelligence
- Regression models
- Neural network models (ANN, RNN, LSTM, etc.)
- Random forests and decision trees
- Support vector machines (SVM)
- Reinforcement learning (RL) methods

Simulation and interpretation
- Measuring and interpreting discrepancies between actual results and forecasts
- Performing simulations
- Monitor performance indicators to adjust and anticipate trend reversals

Select and implement the method best suited to the context
- What criteria should be used to implement a forecasting method in a company?
- How to build a collaborative forecasting process within a company?

- **Practical case studies**
- **Exercises on Forecast Pro**

❑ LEARNING PATH

SALES FORECASTING WITH ARTIFICIAL INTELLIGENCE

- ❑ **Quizzes after each chapter**
- ❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€1,780 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

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In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,880 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

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PREDICONSULT ◆◆◆ TRAINING

5

FORECASTING NEW PRODUCTS AND SERVICES
Techniques and strategies for effectively forecasting new products and services.

Beginner

Intermediate

2 days

New products and services account for up to 30% of sales in certain industries. Forecasting them is more difficult because there is often no historical data and they may not resemble previous products.

It is often necessary to use a combination of qualitative and quantitative methods and surveys.

❑ OBJECTIVES

This training course, "**Forecasting New Products and Services**", will enable you to:

- Study the characteristics of new products: innovation, launch, cannibalisation, cycle, markets, etc.
- Learn about methods for forecasting these new products and services.
- Reconcile quantitative/qualitative forecasts with objectives.

❑ AUDIENCE

- Managers, demand planners.
- Supply chain analysts, sales forces, marketers.
- Production and master plan managers.
- Scheduling managers, buyers.
- Teachers and researchers.
- Product managers responsible for developing new products and services.

❑ PREREQUISITES

Basic knowledge of statistics, marketing and market research is an advantage.

❑ YOU WILL LEARN

At the end of this training course, you will be able to:

- Understand and apply qualitative and quantitative forecasting methods.
- Develop forecasts for the launch of new products and services and monitor them regularly.
- Reconcile your objectives/forecasts.
- Integrate your forecasts into a collaborative approach.

❑ PROGRAMME

What is a new product?
- The product life cycle and launch of a new product
- Cannibalisation or a truly new product?
- Objectives and ambition

Data preparation and analysis
- Identify and gather data on similar products
- Study data on the same product already launched in another country
  other country

The main forecasting techniques and forecasting processes for new products
Quantitative
- Selection by Expert System
- Exponential smoothing, Box-Jenkins
- Dynamic regression
- Event models, multi-level models
- New Product Forecasting
- Seasonal Adjustment
- Intermittent Demand Models
- Growth Curves, Simple Methods

Qualitative
- Delphi Method, Scenario Method
- Market research, Surveys and intentions

Case studies and exercises using Forecast Pro software
2 to 3 hours are devoted to applying these techniques to your data using Forecast Pro software

❑ LEARNING PATH

FORECASTING NEW PRODUCTS AND SERVICES

- ❑ **Quizzes after each chapter**
- ❑ **Test at the end of the training**

- ■ Quiz
- ■ Theory and Fundamentals
- ■ Use Cases
- ■ Software & Platform work
- ■ Brainstorming
- ■ Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€1,780 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

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In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,880 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

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PREDICONSULT ◇◇◇ TRAINING

FORECASTING WITH FORECAST PRO
Getting started, applications and implementation.

Beginner

Intermediate

2 days

Although forecasting is based on important theoretical concepts, it is above all an operational and iterative task.

It is important to have a powerful tool offering several features and methods for developing forecasts.

❑ OBJECTIVES

This "**Forecasting with Forecast Pro**" training course will enable you to:

- Test your own data on operational software used by more than 40,000 customers worldwide.
- Practise building your own forecasts using a wide range of forecasting methods.
- Evaluate the performance of each method in an operational manner.

❑ AUDIENCE

- Managers, demand planners
- Supply chain analysts, sales forces, marketers.
- Production and master plan managers (PDP).
- Scheduling managers, buyers.
- Teachers and researchers.

❑ PREREQUISITES

Have some basic knowledge of statistics (mean, standard deviation, etc.) and be comfortable using a computer!

❑ YOU WILL LEARN

At the end of this training course, you will be able to:

- Work operationally on your data with a professional forecasting tool.
- Implement this tool in your company's systems and IT infrastructure.
- Adjust your forecasts in a collaborative environment.
- Feed forecasts into your S&OP.

❑ PROGRAMME

Getting started with Forecast Pro software
- Features
- Database management
- Review of performance indicators and estimated model reports

Key forecasting techniques
- Various relevant data
- Data structure: random effects, special actions, trends, cycles, seasonality

Main forecasting techniques
- Selection by expert system
- Exponential smoothing, Box-Jenkins
- Dynamic regression, seasonal adjustment
- Event models, multi-level models
- Forecasting New Products
- Intermittent Demand Models
- Growth Curves, Simple Methods

Select and implement the method appropriate to the context
- Measure and interpret the differences between achievements and
  forecasts and associated tests
- Perform simulations

Adjustments and integration of objectives
- Take "judgement" into account
- Reconcile forecasts and objectives

Case studies and exercises using Forecast Pro software
Two to three hours are devoted to applying these techniques to your data using Forecast **Pro** software.

❑ LEARNING PATH

FORECASTING WITH FORECAST PRO

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€1,780 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

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In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,880 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

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PREDICONSULT ⬦⬦⬦ TRAINING

SUPPLY CHAIN FORECASTING
The keys to supply chain forecasting for anticipating and reducing risks.

Beginner

Intermediate

2 days

Accurate, fair and adaptive forecasting is a major challenge for supply chain stakeholders. It enables them to optimise costs and inventory while providing an exemplary customer experience.

It is important that forecasts take into account the increasingly rapid changes in markets and customer expectations.

❑ OBJECTIVES

This training course, "**Forecasting in the Supply Chain**", will enable you to:

- Learn the main forecasting techniques and methods applied to the supply chain.
- Test and apply them to your data and interpret and evaluate their performance (forecasting error).
- Implement a process for regular reliability checks and updates in order to obtain accurate and reliable forecasts.

❑ AUDIENCE

- Supply managers, demand planners.
- Senior management decision-makers, business managers.
- Sales team managers, marketers.
- Logistics managers, purchasing managers, etc.

❑ PREREQUISITES

Basic knowledge of statistics is required. Knowledge of marketing and market research is a plus.

❑ YOU WILL LEARN

At the end of this training course, you will be able to:

- Select the appropriate forecasting methods based on your data.
- Implement forecasts by product segment, customer segment, etc.
- Reconcile your objectives/forecasts.
- Implement an adaptive forecasting approach with its tools and processes.
- Integrate your forecasts into a collaborative approach.

❑ PROGRAMME

The forecasting approach in supply chain management
- Principles, objectives and resources
- Links between objectives and forecasts

The main forecasting techniques
- Time series and extrapolation methods
- Methods using market and competition variables competition
- Top-down and bottom-up approaches
- Integration of adjustments outside estimated models

Measuring the performance of methods
- Measuring and interpreting differences between actual results and forecasts
- Performing simulations
- Monitoring performance indicators to adjust and anticipate trend reversals

Selecting and implementing the method best suited to the supply chain market context
- Measuring and interpreting discrepancies between actual results and forecasts
- Perform simulations
- Monitor performance indicators to adjust and anticipate trend reversals

Case studies

Exercises on Forecast Pro

❑ LEARNING PATH

SUPPLY CHAIN FORECASTING

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€1,780 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

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In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,880 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

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PREDICONSULT ⬖ TRAINING

ECONOMETRIC FORECASTING
The fundamentals and methods of econometric forecasting.

Beginner

Intermediate

2 days

Econometric models are essential in economics because they enable the quantification of relationships between economic variables based on real data. They help to test hypotheses, predict trends and assess the impact of public policies. By combining economic theory, statistics and data, they make analysis more rigorous and objective.

❑ OBJECTIVES

This training course, "**Econometric Forecasting**", will enable you to:

- Master the econometric models used in practice to conduct time series forecasting.
- Master econometric and time series modelling techniques to make economic forecasts.
- Work on the application of these models to macroeconomic and market data.

❑ AUDIENCE

- Economic researchers in large companies and institutions,
- Sector forecasters, macroeconomists, researchers,

❑ PREREQUISITES

Basic knowledge of statistics and econometrics.

❑ YOU WILL LEARN

Upon completion of this course, you will be able to:

- Master the theoretical foundations of econometrics.
- Design, test, interpret and implement a model.
- Forecast variables using self-projective and explanatory models.
- Predict risks around the central scenario.
- Process and analyse economic data.
- Evaluate economic policies based on data.

❑ PROGRAMME

- Introduction to econometrics and economic forecasting
- Reminders on the econometric approach
- Methods of econometric forecasting and simulation
- Linear regression models:
- Estimation,
- validation and forecasting.
- Extension to Auto-Regressive Models and Moving Averages
- Extension to Auto-Regressive Models with Staggered Lags
- Risk Forecasting
- Econometrics and Scenarios
- Applications in economics and monetary policy
- Other applications in industry, transport, tourism, etc.
- Examples using R software
- Future prospects and challenges in econometric forecasting

❑ LEARNING PATH

ECONOMETRIC FORECASTING

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

- ■ Quiz
- ■ Theory and Fundamentals
- ■ Use Cases
- ■ Software & Platform work
- ■ Brainstorming
- ■ Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€1,780 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

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In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,880 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

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PREDICONSULT ◈◈ TRAINING

9

DESIGNING FORECASTING METHODS WITH R SOFTWARE
The richness, fundamentals, models and applications of R.

Intermediate
Advanced

2 days

Although organisations now have access to a wide range of forecasting software with highly sophisticated features and methods, some individuals and organisations wish to design their own forecasting methods using free software with a programming language, such as R.

❏ OBJECTIVES

This training course, "**Designing Forecasting Methods with R Software**", will enable you to:

- Acquire a methodology for data analysis and statistical modelling.
- Discover different forecasting models.
- Design and test forecasting models.
- Learn programming with R in order to design modules for forecasting.

❏ AUDIENCE

- Supply managers, demand planners and managers.
- Data scientists, statisticians, and anyone wishing to improve their programming skills in R software.

❏ PREREQUISITES

Basic knowledge of statistics is required.
Programming skills are a plus.

❏ YOU WILL LEARN

Upon completion of this training course, "**Designing forecasting methods with the free R software**," you will be able to:

- Implement a methodology for data analysis and statistical modelling.
- Understand the main forecasting models.
- Design and test forecasting models.
- Learn programming with R in order to design modules, particularly for forecasting.

❏ PROGRAMME

Design and develop with the free R software
- The software environment and main features of R
- Language and programming with R.
- The advantages and disadvantages of R
- Installing the software and preparing the working environment.

Data identification and management
- Data modelling in R
- Data identification and qualification
- Data structuring
- Importing data in CSV format
- Other data sources
- Other methods for interacting with data tables in R.

The approach and modelling for forecasting
- Different model specifications for forecasting
- Building forecasting models in R
- Performance analysis and model robustness
- Forecasting and simulation in R

Visualisation and graphical interpretation
- Different visualisations in R
- Graph production

❏ LEARNING PATH

FORECASTING METHODS WITH R SOFTWARE

❏ **Quizzes after each chapter**
❏ **Test at the end of the training**

- ■ Quiz
- ■ Theory and Fundamentals
- ■ Use Cases
- ■ Software & Platform work
- ■ Brainstorming
- ■ Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€1,780 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

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In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,880 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

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Request a quote

PREDICONSULT ◈◈ TRAINING

Beginner

Intermediate

2 days

In the transport and logistics sector, forecasting is crucial for sizing and optimising demand, traffic, fleet, revenue and network. For example, in the logistics sector, route optimisation, traffic management, reduction of goods delivery times and fuel cost optimisation are issues of great importance.

❑ OBJECTIVES

This training course, "**Forecasting in Transport and Logistics**", will enable you to:

- Learn the main forecasting techniques and methods applied to transport and logistics.
- Identify the variables specific to this sector of activity in order to use them for forecasting.
- Apply models to your data, interpret and evaluate their performance (forecasting error).
- Implement them within your company's forecasting process.

❑ AUDIENCE

- Managers, demand planners.
- Supply chain analysts, sales forces, marketers.
- Production and master plan managers.
- Scheduling managers, buyers, transport and logistics professionals.

❑ PREREQUISITES

Knowledge of some basic statistical indicators (average, actual-to-forecast variance, etc.) would be an advantage.

❑ YOU WILL LEARN

At the end of this training course, you will be able to:

- Select the appropriate forecasting methods based on your data and the transport and logistics sector environment.
- Reconcile your objectives/forecasts.
- Implement a forecasting approach with its tools and processes as part of a collaborative approach.

❑ PROGRAMME

The role of forecasting in the transport and logistics sector
- Forecasting needs in transport and logistics
- The environment and the market
- Data and variables for forecasting

The forecasting approach in transport and logistics
- Principles, objectives and means
- Links between objectives and forecasting
- Benchmarking internal forecasts vs external forecasts

The main forecasting techniques
- Time series and extrapolation methods
- Methods using market and competition variables
- Top-down and bottom-up
- Integration of adjustments outside estimated models

Measuring the performance of methods
- Measuring and interpreting differences between actual results and forecasts
- Performing simulations
- Monitoring performance indicators in order to adjust and anticipate trend reversals

Selecting and implementing the method best suited to the transport and logistics sector
- What criteria should be used to implement a forecasting method in a company?
- How to build a collaborative forecast in a company?

Case studies and exercises on Forecast Pro

❑ LEARNING PATH

FORECASTING IN TRANSPORT AND LOGISTICS

- ❑ **Quizzes after each chapter**
- ❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€1,780 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,880 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

FORECASTING IN TOURISM AND LEISURE
Methods, applications and strategies for optimising supply and demand.

Beginner

Intermediate

2 Days

In the tourism and leisure sector, forecasting tourist demand is of great importance for hotels, tour operators, travel agencies and other tourism stakeholders (transport, leisure) in order to adjust their service offerings and accommodation capacities, reduce risks and optimise revenues.

❑ OBJECTIVES

This training course, "**Forecasting in Tourism and Leisure** ", will enable you to:
- Learn the main forecasting techniques and methods applied to tourism and leisure.
- Identify the variables specific to this sector of activity in order to use them for forecasting.
- Apply them to your data and interpret and evaluate their performance.
- Implement them within your company's forecasting process.

❑ AUDIENCE

- Managers, demand planners.
- Analysts, sales forces, marketers.
- Production and master plan managers.
- Scheduling managers, buyers, those involved in the tourism and leisure sector.

❑ PREREQUISITES

Knowledge of some basic statistical indicators (mean, actual-forecast deviation, etc.) would be an advantage.

❑ YOU WILL LEARN

At the end of this training course, you will be able to:
- Select the appropriate forecasting methods based on your data and the tourism and leisure sector environment.
- Align your objectives/forecasts.
- Implement a forecasting approach with its tools and processes as part of a collaborative approach.

❑ PROGRAMME

The role of forecasting in the tourism and leisure sector
- Forecasting needs in transport and logistics
- The environment and the market
- Data and variables for forecasting

The forecasting approach in tourism and leisure
- Principles, objectives and resources
- Links between objectives and forecasting
- Benchmarking internal forecasts vs external forecasts

The main forecasting techniques
- Time series and extrapolation methods
- Methods using market and competition variables
- Top-down and bottom-up
- Integration of adjustments outside estimated models

Measuring the performance of methods
- Measuring and interpreting differences between actual results and forecasts
- Performing simulations
- Monitoring performance indicators in order to adjust and anticipate trend reversals

Selecting and implementing the method best suited to the tourism and leisure sector
- What criteria should be used to implement a forecasting method in a company?
- How to build a collaborative forecast in a company?

Case studies and exercises on Forecast Pro

❑ LEARNING PATH

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

FORECASTING IN TOURISM AND LEISURE

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€1,780 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTER-COMPANY

Request a quote

In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,880 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

PREDICONSULT TRAINING

Techniques and approaches for anticipating demand, adapting supply and reducing risks.

Beginner

Intermediate

2 days

In the finance, banking and insurance sector, forecasts cover variables such as income by product type: life insurance, death insurance, borrower/credit/loan insurance, credit applications, insurance products, business and personal expenditure on banking and insurance, price lists, margins and budgets.

❏ OBJECTIVES

This training course, "**Forecasting in Finance, Banking and Insurance**", will enable you to:

- Learn the main forecasting techniques and methods applied to this sector.
- Identify the variables specific to this sector so that you can use them for forecasting.
- Apply them to your data, interpret and evaluate their performance.
- Implement them within the forecasting process.

❏ AUDIENCE

- Managers, demand planners.
- Analysts, sales forces, marketers.
- Production and master plan managers.
- Buyers and all stakeholders in the finance, banking and insurance sectors.

❏ PREREQUISITES

Knowledge of some basic statistical indicators (mean, actual-forecast deviation, etc.) would be an advantage.

❏ YOU WILL LEARN

At the end of this training course, you will be able to:

- Select the appropriate forecasting methods based on your data and the environment of the finance, banking and insurance sector.
- Reconcile your objectives/forecasts.
- Implement a forecasting approach with its tools and processes as part of a collaborative approach.

❏ PROGRAMME

The role of forecasting in the finance, banking and insurance sector

- Forecasting needs in banking and insurance
- The environment and the market
- Data and variables for forecasting

The forecasting process in banking and insurance

- Principles, objectives and resources
- Links between objectives and forecasting
- Benchmarking internal forecasts vs external forecasts

The main forecasting techniques

- Time series and extrapolation methods
- Methods using market and competition variables
- Top-down and bottom-up
- Integration of adjustments outside estimated models

Measuring the performance of methods

- Measuring and interpreting differences between actual results and forecasts
- Performing simulations
- Monitoring performance indicators in order to adjust and anticipate trend reversals

Selecting and implementing the method best suited to banking and insurance

- What criteria should be used to implement a forecasting method in a company?
- How to build a collaborative forecast in a company?

Case studies and exercises on Forecast Pro

❏ LEARNING PATH

FORECASTING IN FINANCE, BANKING AND INSURANCE

- ❏ **Quizzes after each chapter**
- ❏ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€1,780 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,880 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

FORECASTING IN E-COMMERCE AND RETAIL
Master forecasting techniques to anticipate and optimise demand.

Beginner

Intermediate

2 days

In the mass distribution and retail sector, forecasts are the starting point for supply chain management, an area that enables companies to ensure that customer demand is always matched by their supply of goods and services.

❑ OBJECTIVES

This training course, "**Forecasting in E-Commerce and Retail**", will enable you to:

- Learn the main forecasting techniques and methods applied to mass distribution and retail.
- Identify the variables specific to this sector so that you can use them for forecasting.
- Apply them to your data and interpret and evaluate their performance.
- Implement them within your company's forecasting process.

❑ AUDIENCE

- Managers, demand planners.
- Analysts, sales forces, marketers.
- Production and master plan managers.
- Buyers and all stakeholders in mass distribution and retail.

❑ PREREQUISITES

Knowledge of some basic statistical indicators (average, actual-forecast variance, etc.) would be an advantage.

❑ YOU WILL LEARN

At the end of this training course, you will be able to:

- Select the appropriate forecasting methods based on your data and the environment of the mass distribution and retail sector.
- Align your objectives with your forecasts.
- Implement a forecasting approach with its tools and processes as part of a collaborative approach.

❑ PROGRAMME

The role of forecasting in mass distribution and retail

- Forecasting needs in mass distribution and retail
- The environment and the market
- Data and variables for forecasting

The forecasting process in mass distribution and retail
- Principles, objectives and resources
- Links between objectives and forecasting
- Benchmarking internal forecasts vs external forecasts

The main forecasting techniques
- Time series and extrapolation methods
- Methods using market and competition variables
- Top-down and bottom-up
- Integration of adjustments outside estimated models

Measuring the performance of methods
- Measuring and interpreting differences between actual results and forecasts
- Performing simulations
- Monitoring performance indicators in order to adjust and anticipate trend reversals

Selecting and implementing the appropriate method for mass distribution and retail
- What criteria should be used to implement a forecasting method in a company?
- How to build a collaborative forecast in a company?

Case studies and exercises on Forecast Pro

❑ LEARNING PATH

FORECASTING IN E-COMMERCE AND RETAIL

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€1,780 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,880 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

FORECASTING IN THE AGRI-FOOD INDUSTRY
Master forecasting in the agri-food industry to optimise production, stocks and supply chains.

Beginner
Intermediate

2 days

Players in the agri-food sector have a wide variety of short- and medium-term forecasting needs. Sales volumes for various products, selling prices, investment volumes, exports and imports, household spending on agri-food products, agricultural income for producers—these are all variables that require short- and medium-term forecasts.

❑ OBJECTIVES

This training course, "**Forecasting in the Agri-Food Industry**", will enable you to:

- Learn the main forecasting techniques and methods applied to the agri-food industry.
- Identify the variables specific to this sector of activity in order to use them for forecasting.
- Apply them to your data and interpret and evaluate their performance.
- Implement them within your company's forecasting process.

❑ AUDIENCE

- Managers, demand planners.
- Analysts, sales forces, marketers.
- Production and master plan managers.
- Buyers and all stakeholders in the agri-food industry.

❑ PREREQUISITES

Knowledge of some basic statistical indicators (average, actual-forecast variance, etc.) would be an advantage.

❑ YOU WILL LEARN

At the end of this training course, you will be able to:

- Select the appropriate forecasting methods based on your data and the agri-food sector environment.
- Align your objectives with your forecasts.
- Implement a forecasting approach with its tools and processes as part of a collaborative approach.

❑ PROGRAMME

The role of forecasting in the agri-food sector
- Forecasting needs in the agri-food industry
- The environment and the market
- Data and variables for forecasting

The forecasting process in the agri-food sector
- Principles, objectives and resources
- Links between objectives and forecasting
- Benchmarking internal forecasts vs external forecasts

The main forecasting techniques
- Time series and extrapolation methods
- Methods using market and competition variables
- Top-down and bottom-up
- Integration of adjustments outside the models estimated

Measuring the performance of methods
- Measuring and interpreting differences between actual results and forecasts
- Performing simulations
- Monitor performance indicators in order to adjust and anticipate trend reversals

Select and implement the method best suited to the agri-food sector
- What criteria should be used to implement a forecasting method in a company?
- How to build a collaborative forecast in a company?

Case studies and exercises on Forecast Pro

❑ LEARNING PATH

FORECASTING IN THE AGRI-FOOD INDUSTRY

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€1,780 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,880 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

PREDICONSULT ◈◈ TRAINING

FORECASTING IN HEALTHCARE
Techniques and approaches for anticipating demand and adapting healthcare provision.

Beginner

Intermediate

2 days

Forecasting healthcare consumption and medical goods (CSBM) and healthcare expenditure enables the organisations that finance them, such as social security and mutual insurance companies, to forecast healthcare expenditure, set their respective budgets and determine the rates to be charged. Forecasting these indicators enables hospitals and their supervisory bodies (APHP, etc.) to plan investments in healthcare infrastructure and human resources.

❑ OBJECTIVES

This training course, "**Forecasting in Healthcare**", will enable you to

- Learn the main forecasting techniques and methods applied to the healthcare sector.
- Identify the variables specific to this sector of activity in order to use them for forecasting.
- Apply them to your data and interpret and evaluate their performance.
- Implement them within your organisation's forecasting process.

❑ AUDIENCE

- Managers, demand planners.
- Analysts, sales forces, marketers.
- Hospital and clinic unit and facility managers.
- Purchasers and all stakeholders in the healthcare sector.

❑ PREREQUISITES

Knowledge of some basic statistical indicators (average, actual-forecast variance, etc.) would be an advantage.

❑ YOU WILL LEARN

At the end of this training course, you will be able to:

- Select the appropriate forecasting methods based on your data and the healthcare sector environment.
- Align your objectives with your forecasts.
- Implement a forecasting approach with its tools and processes as part of a collaborative approach.

❑ PROGRAMME

The role of forecasting in the healthcare sector
- Forecasting needs in the healthcare sector
- The environment and the market
- Data and variables for forecasting

The forecasting process in the healthcare sector
- Principles, objectives and resources
- Links between objectives and forecasting
- Benchmarking internal forecasts vs external forecasts

The main forecasting techniques
- Time series and extrapolation methods
- Methods using market and competition variables
- Top-down and bottom-up
- Integration of adjustments outside estimated models

Measuring the performance of methods
- Measuring and interpreting differences between actual results and forecasts
- Performing simulations
- Monitoring performance indicators in order to adjust and anticipate trend reversals

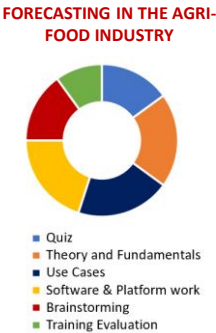**Select and implement the method best suited to the healthcare sector.**
- What criteria should be used to implement a forecasting method in a company?
- How to build a collaborative forecast in a company?

Case studies and exercises on Forecast Pro

❑ LEARNING PATH

FORECASTING IN HEALTHCARE

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

- ■ Quiz
- ■ Theory and Fundamentals
- ■ Use Cases
- ■ Software & Platform work
- ■ Brainstorming
- ■ Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€1,780 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,880 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

FORECASTING IN THE ENERGY SECTOR
Master forecasting methods to optimise supply and demand.

Beginner

Intermediate

2 days

In the energy sector, forecasts are essential for informing, evaluating and preparing the strategic and operational decisions of the various players in the sector. For an operator such as EDF, one of the most decisive variables to forecast is overall electricity demand and demand by market (businesses, individuals, etc.). Forecasts at this level make it possible to assess the infrastructure construction needs required in the medium and long term.

❑ OBJECTIVES

This training course, "**Forecasting in Energy**", will enable you to:

- Learn the main forecasting techniques and methods applied to the energy sector.
- Identify the variables specific to this sector of activity in order to use them for forecasting.
- Apply them to your data, interpret and evaluate their performance (forecasting error).
- Implement them within the forecasting process.

❑ AUDIENCE

- Managers, demand planners.
- Analysts, sales forces, marketers.
- Operational unit and service managers.
- Buyers and all stakeholders in the energy industry.

❑ PREREQUISITES

Knowledge of some basic statistical indicators (mean, actual-forecast deviation, etc.) would be an advantage.

❑ YOU WILL LEARN

At the end of this training course, you will be able to:

- Be familiar with forecasting methods and models specific to the energy industry.
- Select the appropriate forecasting methods based on your data and the energy sector environment.
- Align your objectives with your forecasts.
- Implement a forecasting approach with its tools and processes as part of a collaborative approach.

❑ PROGRAMME

The role of forecasting in the energy sector
- Forecasting needs in the energy sector
- The environment and the market
- Data and variables for forecasting

The Forecasting Approach in Energy
- Principles, objectives and resources
- Links between objectives and forecasting
- Benchmarking internal forecasts vs external forecasts

The main forecasting techniques
- Time series and extrapolation methods
- Methods using market and competition variables
- Top-down and bottom-up
- Integration of adjustments outside estimated models

Measuring the performance of methods
- Measuring and interpreting differences between actual results and forecasts
- Performing simulations
- Monitoring performance indicators in order to adjust and anticipate trend reversals

Selecting and implementing the method best suited to the energy sector
- What criteria should be used to implement a forecasting method in a company?
- How to build a collaborative forecast in a company?

Case studies and exercises on Forecast Pro

❑ LEARNING PATH

FORECASTING IN THE ENERGY SECTOR

- ❑ **Quizzes after each chapter**
- ❑ **Test at the end of the training**

- ■ Quiz
- ■ Theory and Fundamentals
- ■ Use Cases
- ■ Software & Platform work
- ■ Brainstorming
- ■ Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€1,780 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY
Request a quote

In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,880 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY
Request a quote

FORECASTING IN THE INDUSTRY
Use forecasting methods tailored to each industry sector.

Beginner

Intermediate

2 days

In the aerospace sector, for example, aircraft manufacturers, engine manufacturers and equipment suppliers have specific forecasting needs that can have a decisive impact on their development and marketing strategies for all types of aircraft (cargo, passenger and even military).

❑ OBJECTIVES

This training course, "**Forecasting in Industry**", will enable you to:

- Learn the main forecasting techniques and methods applied to various industrial sectors. Identify the variables specific to this sector of activity in order to use them for forecasting.
- Apply them to your data and interpret and evaluate their performance.
- Implement them within your company's forecasting process.

❑ AUDIENCE

- Managers, demand planners.
- Industrial sector analysts, sales forces, marketers
- Planning and production managers.
- Responsible for the Industrial and Commercial Plan (ICP), scheduling, purchasing departments.

❑ PREREQUISITES

Knowledge of some basic statistical indicators (mean, actual-forecast deviation, etc.) would be an advantage.

❑ YOU WILL LEARN

At the end of this training course, you will be able to:

- Be familiar with forecasting methods and models specific to the industry.
- Select the appropriate forecasting method based on your data and the industry environment.
- Align your objectives with your forecasts.
- Implement a forecasting approach using the tools.
- Integrate your forecasts into a collaborative approach.

❑ PROGRAMME

Role of forecasting in industry
- Forecasting needs in industry
- The environment and the market
- Data and variables for forecasting

The forecasting process in industry
- Principles, objectives and resources
- Links between objectives and forecasting
- Benchmarking internal forecasts vs external forecasts

The main forecasting techniques
- Time series and extrapolation methods
- Methods using market and competition variables competition
- Top-down and bottom-up
- Integration of adjustments outside the estimated models estimated

Measuring the performance of methods
- Measuring and interpreting discrepancies between actual results and forecasts
- Performing simulations
- Monitor performance indicators in order to adjust and anticipate trend reversals

Select and implement the method best suited to the industry
- What criteria should be used to implement a forecasting method in a company?
- How to build a collaborative forecast in a company?

Case studies and exercises on Forecast Pro

❑ LEARNING PATH

FORECASTING IN THE INDUSTRY

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€1,780 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,880 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

PREDICONSULT TRAINING

FORECASTING IN IT AND TELECOMMUNICATIONS
Master forecasting techniques to anticipate and optimise demand.

Beginner

Intermediate

2 days

Forecasts relate in particular to demand for communication services (fixed, mobile, VoIP, etc.) and equipment (smartphones, etc.). All these forecasts meet the needs of network sizing (internet, fixed, mobile), planning investments in networks and equipment, and adapting the necessary resources.

❑ OBJECTIVES

This training course, "**Forecasting in Telecoms and IT**", will enable you to:

- Learn the main forecasting techniques and methods applied to IT and telecoms.
- Identify the variables specific to these sectors of activity in order to use them for forecasting.
- Apply them to your data and interpret and evaluate their performance.
- Implement them within your company's forecasting process.

❑ AUDIENCE

- Managers, demand planners.
- Telecoms sector analysts, sales forces, marketers.
- Planning and production managers.
- Industrial and commercial planning (ICP) managers, scheduling managers, purchasing managers.

❑ PREREQUISITES

Knowledge of some basic statistical indicators (mean, actual-forecast deviation, etc.) would be an advantage.

❑ YOU WILL LEARN

At the end of this training course, you will be able to:

- Select the appropriate forecasting method based on your data and the telecoms and IT environment.
- Align your objectives with your forecasts.
- Implement a forecasting approach using the tools.
- Integrate your forecasts into a collaborative approach.

❑ PROGRAMME

The role of forecasting in telecoms and IT
- Forecasting needs in telecoms and IT
- The environment and the market
- Data and variables for forecasting

The forecasting process in telecoms and IT
- Principles, objectives and resources
- Links between objectives and forecasting
- Benchmarking internal forecasts vs external forecasts

The main forecasting techniques
- Time series and extrapolation methods
- Methods using market and competition variables
- Top-down and bottom-up
- Integration of adjustments outside estimated models

Measuring the performance of methods
- Measuring and interpreting differences between actual results and forecasts
- Performing simulations
- Monitoring performance indicators in order to adjust and anticipate trend reversals

Selecting and implementing the appropriate method for telecoms and IT
- What criteria should be used to implement a forecasting method
- forecasting in a company?
- How to build a collaborative forecast in a company?

Case studies and exercises on Forecast Pro

❑ LEARNING PATH

FORECASTING IN IT AND TELECOMMUNICATIONS

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

- ■ Quiz
- ■ Theory and Fundamentals
- ■ Use Cases
- ■ Software & Platform work
- ■ Brainstorming
- ■ Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€1,780 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,880 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

PREDICONSULT ◈◈ TRAINING

FORECASTING IN CHEMISTRY AND PHARMACEUTICALS
Master forecasting techniques to anticipate and optimise supply and demand.

Beginner

Intermediate

2 days

In the pharmaceutical sector, it is very important to forecast demand for medicines by product type and customer segment (hospitals and clinics, pharmacies and laboratories). The industry must also forecast its demand for products used in the manufacture of medicines and streamline supply chain management activities.

❑ OBJECTIVES

This training course, "**Forecasting in Chemistry and Pharmaceuticals**", will enable you to:

- Learn the main forecasting techniques and methods applied to the chemical and pharmaceutical industries.
- Identify the variables specific to this sector of activity in order to use them for forecasting.
- Apply them to your data and interpret and evaluate their performance.
- Implement them within your company's forecasting process.

❑ AUDIENCE

- Managers, demand planners.
- Analysts in the chemical and pharmaceutical sectors
- Sales forces, marketers.
- Planning and production managers.
- Industrial and commercial planning (ICP) managers, scheduling managers, purchasing departments.

❑ PREREQUISITES
Knowledge of some basic statistical indicators (mean, actual-forecast deviation, etc.) would be an advantage.

❑ YOU WILL LEARN

By the end of this training course, you will be able to:

- Select the appropriate forecasting method based on your data and the environment of the chemical and pharmaceutical sector.
- Align your objectives with your forecasts.
- Implement a forecasting approach using the tools.
- Integrate your forecasts into a collaborative approach.

❑ PROGRAMME

The role of forecasting in the chemical and pharmaceutical sector
- Forecasting needs in the chemical and pharmaceutical industries
- The environment and the market
- Data and variables for forecasting

The forecasting process in the chemical and pharmaceutical industries
- Principles, objectives and resources
- Links between objectives and forecasting
- Benchmarking internal forecasts vs external forecasts

The main forecasting techniques
- Time series and extrapolation methods
- Methods using market and competition variables
- Top-down and bottom-up
- Integration of adjustments outside estimated models

Measuring the performance of methods
- Measuring and interpreting differences between actual results and forecasts
- Performing simulations
- Monitoring performance indicators in order to adjust and anticipate trend reversals

Selecting and implementing the appropriate method for the chemical and pharmaceutical industries
- What criteria should be used to implement a forecasting method in a company?
- How to build a collaborative forecast in a company?

Case studies and exercises on Forecast Pro

❑ LEARNING PATH

FORECASTING IN CHEMISTRY AND PHARMACEUTICALS

- ❑ **Quizzes after each chapter**
- ❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€1,780 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY
Request a quote

In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

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INTRA-COMPANY
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PREDICONSULT ◈ TRAINING

THE COMPANY'S STRATEGIC PLAN
Approach, methods and implementation for effective vision and management.

Intermediate
Advanced

2 days

A strategic plan enables an organisation, such as a company, to define its vision, objectives and ambitions in the medium and long term, as well as the methods it intends to use to achieve these objectives. It is, in a way, a roadmap that defines the means to be implemented and the actions to be taken to achieve the desired results.

❑ OBJECTIVES

This training course, "**The Company's Strategic Plan**", will enable you to:

- Learn how to define, design and implement a strategic plan.
- Identify and define the objectives and ambitions to be achieved.
- Know how to mobilise internal and even external resources in order to produce a roadmap that is understood and shared by the organisation.

❑ AUDIENCE

- Senior executives, managers, business line managers. Marketing, finance, production, purchasing, HR and strategy managers.
- Business unit managers, subsidiary managers, etc.

❑ PREREQUISITES

General knowledge of how the company operates is an advantage, but not essential.

❑ YOU WILL LEARN

At the end of this training course, you will be able to:

- Fully understand what a strategic plan is, its stages and its stakeholders.
- Build and evaluate scenarios, simulate and arbitrate.
- Implement the strategic plan based on an iterative and collaborative process.

❑ PROGRAMME

Objectives and approach of an organisation's strategic plan

- Principles, approach and objectives
- Organisation and stakeholders
- Success factors and obstacles

What are the prerequisites?
- The essential involvement and support of company management
- Buy-in from stakeholders and a shared culture of collaboration
- Good knowledge of the environment (market, competition, regulations, etc.)

Implementation of the Strategic Plan

- The stages of the strategic plan: vision, mission, current position, market, success factors, SWOT, means to achieve success factors, etc.
- The stakeholders and their roles in implementing the strategic plan
- Execution and implementation of control and monitoring tools (indicators, etc.)
- Deployment of the strategic plan
- Regular reassessment of the strategic plan

Case studies and workshop

❑ LEARNING PATH

THE COMPANY'S STRATEGIC PLAN

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
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PROGRAMME & REGISTRATION FEES   Date on request

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INTRA-COMPANY
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PREDICONSULT TRAINING

21

THE INDUSTRIAL AND COMMERCIAL PLAN (S&OP)
Master the fundamentals and implementation for effective business management.

Beginner

Intermediate

2 days

The PIC (or S&OP) structures the company's operations for optimal planning and execution of its resources in order to achieve growth and profitability objectives.
At the end of an iterative and collaborative process, consolidation enables the establishment of the company's short- and medium-term plan.

❏ OBJECTIVES

This "**Industrial and Commercial Plan**" training course will enable you to:

- Learn and reinforce your knowledge of the S&OP process.
- Build and evaluate scenarios, arbitrate and make optimal decisions.
- Implement this process within the company.
- Implement performance monitoring tools and corrective actions.

❏ AUDIENCE

- Senior management decision-makers, managers, demand planners.
- Supply chain teams, sales team managers.
- Marketers, production and master plan managers, scheduling managers, buyers.

❏ PREREQUISITES

General knowledge of how the company operates is a plus, but not required.

❏ YOU WILL LEARN

At the end of this training course, you will be able to:

- Fully understand the S&OP process.
- Better understand and manage issues related to resources and various supply/demand constraints.
- Build and evaluate scenarios, arbitrate and make optimal decisions.
- Implement production and distribution plans based on an iterative and collaborative process.

❏ PROGRAMME

Objectives and approach of the S&OP process
- Principles, approach and objectives
- Organisation and stakeholders
- Success factors and obstacles
- Benefits and improvement in company performance

What are the prerequisites?
- The essential involvement and support of company management
- Buy-in from stakeholders and a shared culture of collaboration
- The processes of the company's main functions are robust and shared
- The information system is reliable and efficient

Implementation of S&OP
- The stages of S&OP: demand, supply, reconciliation, management, etc.
- The players and their roles in implementing the S&OP process
- Implementation of tools
- Deployment of S&OP
- Monitoring performance indicators to make any necessary adjustments
  necessary

Case studies and work on demand planning software
Review and overview of S&OP software

❏ LEARNING PATH

THE INDUSTRIAL AND COMMERCIAL PLAN (S&OP)

❏ **Quizzes after each chapter**
❏ **Test at the end of the training**

- ■ Quiz
- ■ Theory and Fundamentals
- ■ Use Cases
- ■ Software & Platform work
- ■ Brainstorming
- ■ Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

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INTRA-COMPANY

Request a quote

PREDICONSULT ◇◇◇ TRAINING

IMPLEMENTING A FORECASTING PROCESS IN A COMPANY
Design, evaluate and implement an effective and successful strategy.

Beginner

Intermediate

2 days

In a competitive world where responsiveness and adaptability are essential keys to success, forecasting is a vital process. Companies that have implemented a robust forecasting process will be able to anticipate and adapt, giving them a crucial edge over their competitors.

❑ OBJECTIVES

This training course, "**Implementing a Forecasting Process in your Company**", will enable you to:

- Learn how to evolve and develop an existing forecasting process and system.
- Implement a system in a company that does not have one.
- Know which approach to use and with which stakeholders within the company.
- Know how this system will integrate into the company's IS and ERP.

❑ AUDIENCE

- CEOs, CIOs, managers, demand planners, supply chain analysts.
- Sales forces, marketers.
- Production and master plan managers.
- Scheduling and purchasing managers, etc.

❑ PREREQUISITES

Acquire knowledge in marketing, information systems, and statistics.

❑ ACQUIRED YOU WILL LEARN

At the end of this training course, you will be able to:

- Implement a forecasting approach with its tools and processes.
- Integrate your forecasting into a collaborative approach.
- Develop forecasts.
- Monitor and measure the performance of forecasts and reconcile them with objectives.

❑ PROGRAMME

Forecasting Process and System
- What is a forecasting system or process within a company?
- Optimising the forecasting process

Audit
- Forecasting information, procedures and tools used
- Which stakeholders are involved and committed?
- Collaborative work and management

Data and information
- Identification and qualification of data
- Structuring and organisation of necessary data

Modelling, testing and simulations
- Selecting the method(s) best suited to the company's context

Measurement of method and forecast performance
- Measure and interpret discrepancies between actual results and forecasts
- Monitoring performance indicators to adjust and anticipate trend reversals

Adjust forecasts and align them with objectives
Forecasts and actions plan.

Building and integrating collaborative forecasting into the process

Case studies

❑ LEARNING PATH

IMPLEMENTING A FORECASTING PROCESS IN A COMPANY

- ❑ **Quizzes after each chapter**
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- ■ Quiz
- ■ Theory and Fundamentals
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PROGRAMME & REGISTRATION FEES

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INTRA-COMPANY
Request a quote

PLANNING AND MANAGING HR, JOBS AND SKILLS
Anticipating and adapting HR resources to boost competitiveness and success.

Beginner

Intermediate

2 days

Faced with changes and transformations in its environment, an organisation must identify and implement the necessary HR and skills resources to plan for the future. Its survival depends on it. Forward planning is therefore now an essential tool for HR managers and project leaders to anticipate and prepare for the future.

❑ OBJECTIVES

This training course, "**Forward Planning for HR, Jobs and Skills**", aims to:

- Present methods and resources for assessing short- and medium-term human resource and skills needs in order to give the organisation the means to plan for the future.
- Identify and implement appropriate concrete actions.

❑ AUDIENCE

HR managers, managers and project managers responsible for skills and HR.

❑ PREREQUISITES

This training does not require any specific prior knowledge.

❑ YOU WILL LEARN

By the end of this training course, you will be able to:

- identify changes in the roles and skills within your organisation.
- qualify skills and quantify jobs.
- assess short- and medium-term human resource needs.
- implement and initiate an action plan.

❑ PROGRAMME

What is Forward Planning for HR, Jobs and Skills?

- Definitions: Human Resources, Employment, Skills.
- Forward planning
- Support for organisational transformation.
- The legal and organisational framework.
- The current legal framework.
- The role of forward planning in Human Resources.

The forward planning management approach.
- Methodology and process.
- The organisation's objectives and plans.
- Audit and analysis of the existing situation.
- The action plan: definition, development and implementation.
- Forward planning tools.
- Prospective management stakeholders
- Monitoring and adaptation.

Case studies and examples.

❑ LEARNING PATH

PLANNING AND MANAGING HR, JOBS AND SKILLS

- ❑ **Quizzes after each chapter**
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INTRA-COMPANY

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GENERATIVE AI FOR MANAGERS AND EXECUTIVES
Integrating and implementing AI in governance, strategy and roadmaps.

Beginner

Intermediate

2 days

AI is becoming increasingly prevalent in business. All areas (HR, marketing, sales, production, etc.) can now use AI thanks to a range of increasingly powerful and constantly evolving tools and technologies. Businesses can leverage AI to optimise their organisational, planning and production processes, and increase their performance and results.

❑ OBJECTIVES

This training course, "**Generative AI for Managers and Executives**", will enable you to:

- Understand and grasp the main challenges of AI in your company.
- Discover AI tools and technologies.
- Develop your skills in this area.
- Learn which areas and tools to develop and use within your company.
- Get started with developing AI-based applications.

❑ AUDIENCE

- Marketing project manager, sales manager, production team manager.

❑ PREREQUISITES

A good general knowledge of digital technology and IT will help you follow the course.

❑ YOU WILL LEARN

By the end of this training course, you will be able to:

- Understand the issues, benefits and challenges of AI for your company.
- Contribute to and work on projects involving AI tools and technologies.
- Develop simple tools using generators such as ChatGPT.
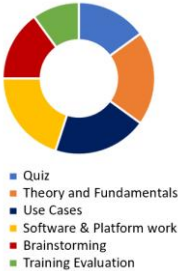- Move towards AI-related professions and positions.

❑ PROGRAMME

What is artificial intelligence? Definition, vocabulary and scope
Introduction to AI in a business context
The origins of artificial intelligence: from its beginnings to today's AI-volution
Current trends in artificial intelligence within businesses
- Exploration of recent advances and developments in AI
- Key technologies: Machine Learning, Deep Learning, Natural Language Processing, etc.
- Areas of application for artificial intelligence in business: production, sales, marketing, communication, etc.
- Techniques related to AI development
- Opportunities and risks of AI
Overview of the main generative AI tools
- Analysis of some major tools: Bard, ChatGPT, Claude 2, Jasper, Copy, Midjourney, etc.
- Examples of some professions impacted and/or transformed by AI
- Examples of uses within several French and international companies
Workshop: Content generation in several areas of the company (Sales, Marketing, Production, Communication)
Conclusion: Current debates and prospects in the business context

❑ LEARNING PATH

GENERATIVE AI FOR MANAGERS AND EXECUTIVES

- ❑ **Quizzes after each chapter**
- ❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

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- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

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In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

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- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

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PREDICONSULT TRAINING

25

PROSPECTING AND DEVELOPING YOUR CUSTOMER BASE WITH AI
Implement AI strategies and tools to effectively develop your customers base.

Beginner

Intermediate

2 days

The advantages of AI in sales prospecting and lead development are now evident within companies. The automation of repetitive tasks, the analysis of prospect data, targeting and efficient decision-making are all advantages that enable companies to develop their prospect and customer base more effectively and increase their turnover.

❑ OBJECTIVES

This training course, "**Prospecting and Developing Your Customer Base with AI**", will enable you to:
- Understand and grasp the main challenges of AI in your sales profession.
- Discover AI tools and technologies in the field of sales prospecting.
- Use AI tools and platforms dedicated to targeting prospects and customers.
- Learn how to develop AI-based applications for prospecting and sales (ChatGPT, Bart, etc.).

❑ AUDIENCE

- This training course is open to all employees who work or will work on AI projects, applications and tools for lead generation and sales prospecting. Engineers and account managers, technical sales engineers, sales managers, etc.

❑ PREREQUISITES

A good general knowledge of digital technology and IT will help you follow the course.

❑ ACQUIRED YOU WILL LEARN

By the end of this training course, you will be able to:
- Understand the issues, benefits, limitations and challenges of AI in your sales profession.
- Use and work with AI tools and technologies to identify, target and recruit prospects.
- Develop simple prospecting and sales tools using generators such as ChatGPT.

❑ PROGRAMME

- What is artificial intelligence? Definition and vocabulary.
- Introduction to AI in a business context, with a particular focus on sales prospecting
- Current trends in artificial intelligence for sales prospecting
- Exploring advances in AI in the field of sales prospecting
- Key technologies: Machine Learning, Deep Learning, Natural Language Processing
- The advantages of artificial intelligence in sales prospecting
- The limitations of artificial intelligence in sales prospecting
- Discovering several practical applications and opportunities for prospecting and developing your customer base
- Opportunities and risks of generative AI and AI in general for commercial prospecting
- Overview of the main generative AI tools in the field of targeting and sales prospecting
- Analysis of some major tools: Bard, ChatGPT ChatGPT, Claude 2, Jasper, Copy, Midjourney, etc.
- Artificial Intelligence, data protection and confidentiality (GDPR, etc.)
- Sales professions transformed or threatened?
- Workshop: Using a tool for lead generation
- Prospects for sales prospecting with AI

❑ LEARNING PATH

PROSPECTING AND DEVELOPING YOUR CUSTOMER BASE WITH AI

- ❑ **Quizzes after each chapter**
- ❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

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In-Person Training Course

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THE CHIEF INFORMATION OFFICER (CIO)

Organisation, governance and strategies to ensure the quality and continuity of the company's information system.

Beginner

Intermediate

2 days

The CIO is responsible for ensuring the smooth running of his company's IT system in all its aspects (applications, infrastructure, equipment, etc.). He plays a very important strategic role, as he must regularly adapt his organisation to technological developments and the requirements of the company's business. He is responsible for the technical and organisational implementation of the IT strategy.

❑ OBJECTIVES

This "**IT Director – CIO**" training course enables you to:

- Understand the challenges and priorities of the IS.
- Define and design the IS architecture.
- Deploy and operate the IS.
- Support and implement technical and organisational changes to the IT system.
- Evaluate and adapt the company's strategy regarding its IS.
- Establishing resources and teams to maintain an efficient IS.

❑ AUDIENCE

- All of the IT department's contacts within the company and outside it: Chief Information Security Officer, business managers (sales, marketing, legal, finance, HR, CEO, etc.).

❑ PREREQUISITES

No prerequisites are necessary. A good general knowledge of IS and IT will facilitate the course.

❑ YOU WILL LEARN

By the end of this training course, you will be able to:

- Fully understand IT issues and IT department priorities.
- Understand and respond to the needs of business departments and manage IT projects.
- Define and design IT architecture.
- Deploy and operate the IS.
- Support and implement technical and organisational changes to the IS.

❑ PROGRAMME

The role
- Mission of the CIO (and CISO)
- Professions: Engineer, Architect, Therapist
- Facets: Short-term vs Long-term, Technology and Services
- Levels of the IS requirements hierarchy
- Areas of interaction between the CIO and processes

The cost equation
- TCO: Total Cost of Ownership
- SLA: Service Level Agreement
- Pareto's Law: 20% of the budget covers 80% of needs
- Standardisation versus Specialisation
- Pooling versus differentiation
- Public or private cloud
- Benchmarking

Architectures
- Data and their properties
- Functional architecture and processes
- Technical architecture: infrastructure, networks, etc.
- Enterprise Architecture and the Role of the Director of Organisation and Information Systems

The challenges facing the CIO
- Being an organisational therapist: understanding its needs and proposing a strategy
- Integration of the Bionic Enterprise (Human and Artificial Intelligence)
- Society's regulatory demands: Green IT, GDPR, etc.
- Change management

❑ LEARNING PATH

THE CHIEF INFORMATION OFFICER (CIO)

- ❑ **Quizzes after each chapter**
- ❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES   Date on request

Online Training Course	In-Person Training Course
INTER-COMPANY	**INTER-COMPANY (PARIS, LYON, TOULOUSE)**
€1,780 excluding VAT, including:	**€1,880 excluding VAT, including:**
• A 15-minute personalised interview to discuss expectations.	• A 15-minute personalised interview to discuss expectations.
• Two days of training.	• Two days of training.
• Documentation: Electronic support.	• Documentation: Electronic support.
• 15-minute personalised post-training interview.	• 15-minute personalised post-training interview.
For groups of at least 5 participants.	**For groups of at least 5 participants.**
INTRA-COMPANY Request a quote	**INTRA-COMPANY** Request a quote

27

Beginner

Intermediate

CORPORATE SOCIAL RESPONSIBILITY (CSR)
Integrate CSR into corporate strategy for sustainable and responsible growth and development.

2 days

CSR is crucial for modern businesses, as it responds to the growing expectations of consumers, investors and regulators in terms of ethics, sustainability and social responsibility. It strengthens the company's reputation, promotes innovation and creates a competitive advantage. In addition, it reduces risks and attracts committed talent.

❑ OBJECTIVES

This training course on "**Corporate Social Responsibility**" will enable you to:

- Understand the challenges of CSR
- Integrating CSR into corporate strategy
- Knowing how to communicate about CSR
- Managing stakeholders and the impacts of CSR
- Measuring and improving CSR performance

❑ AUDIENCE

- Business managers (sales, marketing, legal, finance, HR, CEO, etc.), CSR managers, managers, consultants and business leaders, employee representative managers.

❑ PREREQUISITES

No prerequisites are necessary.

❑ YOU WILL LEARN

By the end of this training course, you will be able to:

- Fully understand the challenges of CSR in business and its implications.
- Engage employees and support them in implementing CSR policy.
- Contribute to the definition and implementation of CSR.
- Integrate CSR into the company's strategy.
- Communicate effectively about CSR.
- Measure and improve CSR performance.

❑ PROGRAMME

Introduction to Corporate Social Responsibility
- The concept of CSR, its challenges and importance,
- History, evolution and stakeholders of CSR
- International norms and standards (ISO, etc.)

The dimensions of CSR
- Environmental CSR, social CSR, economic CSR

Integration of CSR into corporate strategy
- CSR and corporate strategic objectives.
- CSR as a lever for competitiveness and innovation.
- Tools for integrating CSR

CSR communication and reporting
- Communication and transparency
- Best practices and standards.
- External communication

CSR and stakeholders
- Key stakeholders
- Tools for involvement in CSR initiatives.
- Managing conflicts of interest and social dialogue.

Current CSR issues and challenges
- Climate change and CSR.
- New consumer expectations
- The challenges of globalisation and supply chains.
- Digitalisation, CSR and new technologies

CSR assessment and continuous improvement
- Methods for assessing CSR performance
- Key performance indicators (KPIs) for CSR.
- Continuous improvement of CSR practices.

Practical applications and case studies

❑ LEARNING PATH

CORPORATE SOCIAL RESPONSIBILITY (CSR)

- ❑ **Quizzes after each chapter**
- ❑ **Test at the end of the training**

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- Use Cases
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PROGRAMME & REGISTRATION FEES

Date on request

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Request a quote

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PREDICONSULT TRAINING

DEVELOPING THE BUSINESS INTERNATIONALLY

International growth strategies for successful business expansion in global markets.

Beginner

Intermediate

28

2 days

Developing your business internationally allows you to expand your market, diversify and increase your sources of revenue, and reduce your dependence on local economic fluctuations. It also promotes access to new opportunities for innovation and international talent. Internationalisation strengthens competitiveness and resilience in the face of global economic crises.

❑ OBJECTIVES

- This "**Developing your Business Internationally**" training course will enable you to:
- Identify and evaluate international markets.
- Understand internationalisation strategies.
- Understand and manage cultural and regulatory issues.
- Take consumer expectations into account and adapt your offering to local markets.
- Build partnerships and find the necessary financing for international development.

❑ AUDIENCE

- Export and sales managers.
- Executives and business leaders.
- Consultants and advisors in development strategy.
- Marketing, communications and finance managers.
- Entrepreneurs and project leaders.

❑ PREREQUISITES

No prerequisites are necessary.

❑ ACQUIRED YOU WILL LEARN

By the end of this training course, you will be able to:

- Fully understand the challenges of international development and define the company's objectives.
- Implement the resources and organisation to ensure international development.
- Find sources of export financing and learn how to forge partnerships.

❑ PROGRAMME

Introduction to business internationalisation
- Motivations and opportunities related to internationalisation.
- The advantages of internationalisation
- Analysis of global markets and promising sectors

Analysis of international markets
- Identifying and evaluating foreign markets.
- Assessing political, economic and legal risks

Strategies for entering international markets
- Internationalisation strategies and their implications.
- Creation of subsidiaries, local partnerships, etc.
- Choosing the entry model based on the market and the company's resources.
- Analysing the costs and benefits of different strategies.

Cultural and regulatory risk management
- Challenges related to cultural diversity and international regulations.
- Human resources management and communication

Adapting the offering and marketing strategy internationally
- Adaptation of products, services and communication strategies for international markets
- Pricing, distribution and promotion strategies
- Choice of distribution and communication channels

Financing and logistics for international development
- Financial and logistical challenges and sources of financing for international expansion and financial risk management
- Organisation of the international supply chain

❑ LEARNING PATH

DEVELOPING THE BUSINESS INTERNATIONALLY

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
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- Training Evaluation

PROGRAMME & REGISTRATION FEES

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In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,880 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

PREDICONSULT TRAINING

29

Beginner

Intermediate

BUSINESS MANAGEMENT: BASICS AND ESSENTIALS
Master the fundamentals of business organisation, management and operations.

2 days

Business management involves planning, organising, directing and controlling human resources, finances and materials to achieve organisational objectives. It encompasses key areas such as strategy, financial management, human resources and marketing. Effective management maximises business performance and ensures long-term competitiveness and sustainability.

❑ OBJECTIVES

This course, "**Business Management: The Basics and Essentials**", will enable you to:

- Gain a thorough understanding of the fundamental principles of business management.
- Develop and implement a business strategy.
- Understand and implement an organisational structure and governance system.
- Effectively manage human resources.
- Master financial management.
- Develop marketing and sales strategies.

❑ AUDIENCE

- Business leaders and entrepreneurs, managers and business leaders, middle managers, HR managers, finance and accounting managers, consultants and management advisors.

❑ PREREQUISITES

No prerequisites are necessary.

❑ YOU WILL LEARN

Upon completion of this training, you will be able to:

- Master several aspects of business management.
- Develop sales, marketing, communication and financial strategies for the company.
- Strategic skills.
- Implement the skills you learn in HR management, finance, operations and production, marketing and sales.
- Ability to solve complex problems in day-to-day business management.

❑ PROGRAMME

Introduction to business management
- The main functions of management
- The role of the manager and the short-, medium- and long-term objectives of a company.

Business strategy
- Strategy development: vision, mission, objectives.
- Implementing a strategy

Human resources management
- The fundamentals of human resources management
- Recruitment, training and talent management.
- Motivation, performance and conflict management.
- The role of managers in team development**.**

Financial management of the company
- The fundamentals of corporate financial management
- Financial statements, financial analysis and drawing up a provisional budget

Operations and production management
- The fundamentals of production management Operations planning
- Supply chain and inventory management.
- Quality and operational risk management.
- Production management techniques

Marketing and Business Development
- The basics of marketing and sales to generate revenue and build customer loyalty.
- Product, pricing, distribution and communication strategy
- Sales techniques and customer relationship management.
- The development of new products and services.

❑ LEARNING PATH

BUSINESS MANAGEMENT: BASICS AND ESSENTIALS

- ❑ **Quizzes after each chapter**
- ❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

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INTRA-COMPANY

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PREDICONSULT ◆◆ **TRAINING**

LAUNCHING AND DEVELOPING A NEW PRODUCT

Strategies and key steps for successfully launching and developing a new product.

30

Beginner

Intermediate

2 days

Launching and developing a new product is essential to maintaining the company's competitiveness by responding to evolving consumer needs and exploring new uses and markets. This stimulates innovation, strengthens brand image and creates additional sources of revenue. A well-designed product can also offer a strategic advantage and strengthen customer loyalty.

❑ OBJECTIVES

This training course, **"Launching and Developing a New Product"**, will enable you to:

- Understand the product development process.
- Analyse market and consumer needs.
- Develop an effective launch strategy.
- Manage risk and innovation.
- Optimise the product life cycle.
- Measure product performance and adaptation.

❑ AUDIENCE

- Product managers.
- Marketers and marketing managers.
- Entrepreneurs and start-up founders.
- Project managers and development managers.
- Engineers and product designers.

❑ PREREQUISITES

No prerequisites are necessary.

❑ ACQUIRED YOU WILL LEARN

At the end of this training course, you will be able to:

- Master the product development process.
- Conduct in-depth analysis of the market and consumer needs.
- Design an effective launch strategy.
- Manage the risks associated with innovation.
- Monitor product performance after launch.
- Managing the product life cycle.

❑ PROGRAMME

Introduction to product development and launch
- The fundamentals of the product development process and the key stages of product launch.
- Definitions and challenges of new product development and key stages

Market research and analysis for a new product
- Market analysis, consumer needs and identifying opportunities.
- Market research techniques, analysis of trends and consumer behaviour.

Developing a launch strategy
- Designing an effective launch strategy and managing resources to maximise product visibility.
- Communication, promotion, timing and resource strategies for a successful launch.

Innovation and risk management
- Managing the risks associated with product launches and continuous innovation.
- Management of financial, technical and regulatory risks.

Monitoring and adapting the product after launch
- Evaluating product performance and adapting it based on market feedback.
- Success indicators: market share, satisfaction Product adaptation and post-launch improvements.

Product lifecycle management
- Manage the product throughout its life cycle and ensure its sustainability.

❑ LEARNING PATH

LAUNCHING AND DEVELOPING A NEW PRODUCT

- ❑ **Quizzes after each chapter**
- ❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

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INTRA-COMPANY

Request a quote

31

THE SUPPLY CHAIN
Supply Chain optimisation: Strategies for effective and agile supply chain management.

Beginner

Intermediate

2 days

Supply chain management is essential for optimising the flow of products, resources and information within a company. An efficient supply chain reduces costs, improves quality and ensures customer satisfaction. The integration of modern technologies and proactive risk management ensure the resilience and efficiency of the chain throughout its cycle.

❑ OBJECTIVES

This "**Supply Chain**" training course will enable you to:

• Understand the basics of the supply chain.
• Optimise production flow planning and management.
• Master inventory and supply management.
• Effectively manage transport and distribution.
• Manage supply chain risks.
• Leveraging technology to improve the supply chain.

❑ AUDIENCE

• Logistics and supply chain managers.
• Purchasing managers.
• Production managers.
• Transport and distribution managers.
• Supply chain management consultants.

❑ PREREQUISITES

No prerequisites are necessary.

❑ YOU WILL LEARN

By the end of this training course, you will be able to:

• Gain an in-depth understanding of the supply chain.
• Skills in production flow management.
• Optimise inventory and supply management.
• Master transport and distribution management.
• Manage risks in the supply chain.
• Use of modern technologies.

❑ PROGRAMME

Introduction to the Supply Chain
• The basics of supply chain management
• The importance of the supply chain in competitiveness.
• Different types of supply chains: global, local, lean, agile.

Production flow planning and management
• Production planning: demand forecasting, inventory management.
• Resource management and flow management techniques: Kanban, Just-in-Time (JIT), Lean Management.

Inventory and supply management
• Optimising inventory and supply management for smooth supply
• Key concepts and strategies for inventory management: FIFO, etc.
• Supplier relations and supply contracts.

Transport and distribution management
• Transport planning, costs and carrier management.
• Warehouse and distribution centre management.

Supply chain risks
• Risk management strategies
• Business continuity plan (BCP) and crisis management.

The impact of technology on the supply chain
• Impact of modern technologies on transformation
• Emerging technologies: IoT (Internet of Things), automation and robotisation of logistics processes.
• Monitoring and optimising flows using AI and ERP.

❑ LEARNING PATH

THE SUPPLY CHAIN

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

■ Quiz
■ Theory and Fundamentals
■ Use Cases
■ Software & Platform work
■ Brainstorming
■ Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

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In-Person Training Course

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For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

PREDICONSULT ◇◇ TRAINING

DATA CULTURE IN BUSINESS
Principles, operation and implementation for a data-driven company.

Beginner

Intermediate

1 day

This training course offers a comprehensive overview of all aspects of data: storage, use, governance and legal aspects. This training course will also be an opportunity to showcase the latest advances in the field.

❑ OBJECTIVES

This training course, "**Data Culture in Business**", will enable you to:
- Understand key concepts related to data and learn about the potential and limitations of its use.
- Gain an overview of the state of the art in academic and professional fields.

❑ AUDIENCE
- Business managers, economic research officers.
- Data analysts and data scientists.
- Cross-functional project managers.
- Anyone wishing to acquire the knowledge
- necessary to understand the issues surrounding data.

❑ PREREQUISITES

Know how to use standard office software. Basic knowledge of statistics is a plus.

❑ YOU WILL LEARN

Upon completion of this training course, "Data Culture in Business," you will be able to:
- Understanding the challenges of data.
- Understanding a data-driven information system.
- Gain insight into achievements and future expectations in the field.
- Knowing the limitations and risks.

❑ PROGRAMME

Definition of Big Data
IT architecture and data processing:

- Different formats and databases
- Small data/big data context
- Practical work: Example of Open Data use

Focus on the cloud
Data lineage and governance

- Data governance models
- Data retention vs. data utilisation strategy
- Practical work: introduction to a data catalogue tool

BI and data analysis
The world of predictive analytics

- Introduction to machine learning
- The potential of deep learning and artificial intelligence

Legal aspects: the duality of the GDPR and the Patriot Act
Data cybersecurity

❑ LEARNING PATH

DATA CULTURE IN BUSINESS

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

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- One day of training.
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INTRA-COMPANY

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INTRA-COMPANY

[Request a quote](#)

FORECASTING WITH MACHINE LEARNING
Establishing reliable and accurate forecasts in a complex and competitive environment.

Beginner

Intermediate

2 days

The databases available to forecasters are becoming increasingly large and sampled at a high frequency. Knowing how to process this type of data requires appropriate methods such as machine learning.

❑ OBJECTIVES

This training course, "**Forecasting with Machine Learning**", will enable you to:

- Understand the fundamentals of machine learning applied to forecasting.
- Master data processing techniques.
- Use appropriate forecasting algorithms.
- Evaluate and validate model performance.
- Automate the forecasting process.
- Apply models to real-world cases.

❑ AUDIENCE

- Economic researchers and macroeconomists.
- Forecasters and econometricians.
- Data-driven researchers.
- Data analysts and statisticians.
- AI engineers, data scientists and data analysts.

❑ PREREQUISITES

Possess knowledge of statistics and, if possible, data analysis.

❑ YOU WILL LEARN

By the end of this training course, you will be able to:

- Implement machine learning models
- Make predictions in a context involving large sets of information
- Use data with different frequencies

❑ PROGRAMME

What is Machine Learning? Objectives, uses and applications

Linear regression models in a Big Data context:

- " "Lasso,
- " "Adaptive Lasso,
- " "Ridge,
- " "Elastic Net

Thresholding approaches for variable selection

Dynamic factor models

MIDAS-type frequency mixture models

Applications in economics

Examples using R software

❑ LEARNING PATH

FORECASTING WITH MACHINE LEARNING

- ❑ **Quizzes after each chapter**
- ❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

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INTRA-COMPANY

Request a quote

PREDICONSULT ◇◇ TRAINING

DATA ANALYSIS AND MINING
Methods of analysis and mining to transform information into a strategic lever.

Beginner

Intermediate

2 days

Often relegated to simple average calculations, statistical techniques are frequently underestimated in terms of the added value they can bring. This training course aims to exploit the full potential of your data through various modern statistical techniques.

❑ OBJECTIVES

This "**Data Analysis and Mining**" training course will enable you to:

- Acquire the keys to starting a data mining study.
- Use quantitative techniques to present and enrich your descriptive analyses.
- Understand the fundamental concepts of data science.
- Master data preparation techniques.
- Apply exploratory analysis methods.
- Use data mining algorithms.
- Interpret results for decision-making.

❑ AUDIENCE

- Data analysts.
- Project managers or business managers.
- Marketing, finance or HR professionals.
- IT developers and engineers.
- Developers, data scientists, data analysts.

❑ PREREQUISITES

Basic concepts in statistics. Basic programming concepts if the training is done in R.

❑ YOU WILL LEARN

By the end of this training course, you will be able to:

- Perform an in-depth analysis of your data from start to finish.
- Use statistics to make your data speak for itself.
- Perform the most common statistical tests and interpret the results.
- Perform segmentation.

❑ PROGRAMME

Review of common probability laws

Different types of confidence intervals

Parametric tests:
- T-test/-z test
- ANOVA
- Chi-square

Non-parametric tests
- Wilcoxon
- Kruskal-Wallis
- Mann-Whitney

Concept of correlation

Processing categorical variables

Principle of dimension reduction

Factor methods: PCA, CFA, ACM

Data segmentation: CAH

Practical cases and applications using R or IBM SPSS software

❑ LEARNING PATH

DATA ANALYSIS AND MINING

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
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PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

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INTRA-COMPANY

Request a quote

PREDICONSULT ◈ TRAINING

THE BASICS OF MACHINE LEARNING
Theory, fundamentals and applications for understanding and using Machine Learning.

Beginner

Intermediate

2 days

This highly practical training course is aimed at anyone who wants to quickly become operational in machine learning. All the major ML topics are covered and put into practice with examples that can serve as inspiration and be reused in a professional environment.

❏ OBJECTIVES

This "**Fundamentals of Machine Learning**" training course will enable you to:

- Understand the fundamental concepts of machine learning.
- Identify the main types of algorithms.
- Prepare and structure data.
- Apply the first machine learning models.
- Evaluate the performance of a model.
- Develop data-driven reasoning.

❏ AUDIENCE

- Data analysts.
- Project managers or business managers.
- Marketing, finance or HR professionals.
- IT developers and engineers.
- Developers, data scientists, data analysts.

❏ PREREQUISITES

Basic programming skills, knowledge of Python.

❏ YOU WILL LEARN

Upon completion of this training course, "The Basics of Machine Learning," you will be able to:

- Understand and implement the ML approach.
- Know how to develop and evaluate the quality of an ML model.
- Gain a comprehensive overview of the most common models and understand their strengths and weaknesses.
- Apply machine learning models to concrete problems (applications for fraud detection, etc.).

❏ PROGRAMME

Getting started with the working environment
- Jupyter notebook
- A refresher on the Python language

Understanding the data used by ML algorithms
- Data formats
- Handling missing variables
- Managing categorical variables

Approach and theoretical aspects of ML
- Some historical background
- The principle of prediction
- Cost functions and optimisers
- Feature engineering

Supervised learning
- Regression and regularisation
- Classification
- "Standard algorithms, bagging algorithms and boosting algorithms

Evaluating a classification/regression **model**
- Cross-validation approach and techniques
- Performance metrics

Introduction to deep learning
- Theoretical elements and paradigms
- Practical work with Tensorflow and Keras

Unsupervised learning
- Principles
- Examples of practical applications

❏ LEARNING PATH

THE BASICS OF MACHINE LEARNING

❏ **Quizzes after each chapter**
❏ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

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INTRA-COMPANY

Request a quote

PREDICONSULT ⬦⬦ TRAINING

POWER BI

Mastering Power BI: from data collection to interactive analysis for informed decisions.

Beginner

Intermediate

1 day

Connect, model and visualise your data by creating impactful dashboards. Check your progress towards your goals, detect discrepancies at a glance, and make quick decisions to remedy them.

❑ OBJECTIVES

This "**Power BI**" training course will enable you to:

- Learn how to use Microsoft Power BI as a whole.
- Connect your various data sources and process them.
- Model, visualise and create impactful dashboards.

❑ AUDIENCE

- Data analysts, financial analysts.
- IT professionals and data engineers.
- Sales representatives and marketing managers.
- Anyone who wants to switch from Excel to Power BI to have a visual and automated dashboard.

❑ PREREQUISITES

Have a general knowledge of Excel.

❑ YOU WILL LEARN

By the end of this training course, you will be able to:

- Understand the data challenges facing our companies and the importance of mastering this data.
- Connect, transform, model and visualise data in the form of relevant dashboards in Microsoft Power BI.

❑ PROGRAMME

Introduction to Microsoft Power BI
- What is data science?
- The era of Big Data
- The era of no-code software
- The Power Platform
- And Microsoft Power BI in all this?

Case studies

Creating a local structure
- Understanding the difference between data and metadata
- Creating folders
- Renaming files

Manipulating and transforming data
- Introduction to Power Query
- Knowing how to process and manipulate data
- Create formulas in M language

Creating a dashboard
- Introduction to Power BI
- Knowing how to model data
- Knowing how to visualise data
- Create formulas in DAX language

Publishing to Power BI Online
- Introduction to Power BI Service
- Possibilities with other licences

❑ LEARNING PATH

POWER BI

- ❑ **Quizzes after each chapter**
- ❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

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INTRA-COMPANY

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PREDICONSULT ◆◆◆ TRAINING

DATA VISUALISATION (DATAVIZ)
Master Data Visualisation to create impactful visualisations for clear analysis and informed decision-making.

Beginner

Intermediate

1 day

Decision-making is easier when based on a concise, visual representation of data. This training course offers you with a method for presenting your data in a readable and impactful way.

❑ OBJECTIVES

This "**Data Visualisation – Dataviz**" training course will enable you to:
- Understand the fundamentals of data visualisation.
- Choose the most appropriate representation for the message you want to convey.
- Acquire practical skills in visualisation design.
- Learn best practices for dataviz design.
- Analyse and interpret data through visualisations.

❑ AUDIENCE
- Data analysts, financial analysts.
- IT professionals and data engineers.
- Sales representatives and marketing managers.
- Anyone who wants to switch from Excel to Power BI to have a visual and automated dashboard.

❑ PREREQUISITES

Knowledge of Excel and Power BI is a plus but not required.

❑ YOU WILL LEARN

By the end of this training course, you will be able to:

- Understand the challenges of data visualisation in business.
- Discover the wealth of different possibilities for representing data in order to make the most of it.
- Choose the best visualisation to understand your data and make the right decisions for your business.

❑ PROGRAMME

Understanding the challenges of data visualisation

- The era of Big Data
- Going against the grain: data minimalism

Identifying which data to use
- Identifying the end user: what is their level, their objectives, their needs?
- Selecting the minimum amount of data to satisfy the end user: how to achieve this

Developing your first Dataviz in Power BI
- Introduction to Power BI
- The wireframe: the foundation for building a visual
- Basic design principles applied to data visualisation (colours, text, shapes)
- The different visualisations available in Power BI: which one to choose?

Continuously improving your dashboards
- Get feedback from everyone, including your colleagues and family.
- Optimise, iterate, and incorporate feedback

❑ LEARNING PATH

DATA VISUALISATION (DATAVIZ)

- ❑ **Quizzes after each chapter**
- ❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

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For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

PREDICONSULT ◇◇ TRAINING

DEEP LEARNING

Theory, fundamentals and applications for understanding and using Deep Learning.

Beginner

Intermediate

2 days

This highly practical training course is aimed at anyone who wants to quickly become operational in deep learning. All the major themes of DL are covered and put into practice with examples that can serve as inspiration and be reused in a professional environment.

❑ OBJECTIVES

This "**Deep Learning**" training course will enable you to:

- Understand the fundamental principles of deep learning.
- Master model training techniques.
- Explore neural network architectures.
- Learn how to use deep learning libraries.
- Apply DL models to real-world use cases.
- Evaluate and improve deep learning models.

❑ AUDIENCE

- Data scientists and data analysts.
- Developers and AI engineers.
- Researchers and academics.
- Beginning ML professionals.
- Corporate IT and IS consultants.

❑ PREREQUISITES

No prerequisites, but basic computer skills would be an advantage.

❑ YOU WILL LEARN

Upon completion of this "Deep Learning" training course, you will be able to:

- Understand and implement the deep learning (DL) approach.
- Know how to develop and evaluate the quality of a DL model.
- Gain a comprehensive overview of the most common models and understand their strengths and weaknesses.

❑ PROGRAMME

Introduction **to Deep Learning**

- Basic concepts, principles and how it works
- Fields and examples of application
- Main tools: TensorFlow, Keras, etc.
- Unsupervised learning
- From Machine Learning to Deep Learning

Areas of application for deep learning

- Applications by domain: image, video, natural language, etc.
- Business applications: production, HR, management, sales and marketing, planning, logistics, medicine, commerce, cybersecurity, etc.
- Sector-specific applications: energy, finance, industry, chemistry, health, transport, etc.

The main neural networks

- Artificial neural networks (ANN)
- Recurrent neural networks (RNN)
- Convolutional networks (CNN)
- Training various neural networks

Case studies, application examples and exercises

❑ LEARNING PATH

DEEP LEARNING

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
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- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

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- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,880 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

PREDICONSULT ◇◇◇ TRAINING

CLOUD COMPUTING

Introduction to Cloud Computing: concepts, services, architectures and deployment for successful digital transformation.

Beginner

Intermediate

2 Days

Cloud computing enables organisations to create a simpler, more secure working environment that is open to architectural innovations and capable of handling the explosion of data. It is one of the backbones of any IT system.

❑ OBJECTIVES

This "**Cloud Computing**" training course will enable you to:

- Discover cloud computing: models, types, applications, architecture, deployment.
- Explore the various cloud models and their specific features.
- Contribute to the deployment and evolution of cloud computing in your organisation.

❑ AUDIENCE

- Data Scientists and Data Analysts.
- AI Developers and Engineers.
- Researchers and academics.
- Beginner ML professionals.
- Corporate IT and IS consultants.

❑ PREREQUISITES

No prerequisites, but basic IT knowledge would be an advantage.

❑ YOU WILL LEARN

By the end of this training course, you will be able to:

- Master the basics and concepts of the cloud.
- Understand the advantages, benefits and risks of adopting the cloud for an organisation.
- Discover the different types and services of the cloud.
- Understand how to deploy, manage and administer various clouds.
- Be able to work on a cloud computing project.

❑ PROGRAMME

The basics of Cloud Computing
- Concepts and Applications
- Advantages, benefits and risks
- Costs, security and productivity

Different Types of Deployment
- Public Cloud, Private Cloud, Hybrid Cloud
- Community Cloud, Multicloud

The main service models
- SaaS, PaaS, IaaS

Applications
- Storage
- Collaboration tools
- Unified communications

Deployment, management and administration

- Deployment models
- Migration phases
- User, Equipment and Service Management

Key offerings and their features
- IT operators and stakeholders
- Manufacturers and publishers
- Internet players (GAFAM and others)

Case studies and workshop

❑ LEARNING PATH

CLOUD COMPUTING

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€1,780 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

In-Person Training Course

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- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

CYBERSECURITY

Understanding the threats, risks, challenges, strategies and solutions to protect the organisation in the long term.

Beginner

Intermediate

2 days

With cyberattacks of all kinds on the rise, businesses are under threat in all critical functions, and sometimes even in their very existence.
Raising awareness among all employees and adopting cybersecurity tools and practices enables every organisation to defend itself effectively.

❏ OBJECTIVES

This "**Cybersecurity**" training course will enable you to:

- Understand the challenges of cybersecurity.
- Learn about the main threats.
- Implement measures to protect yourself from the risk of cyber attacks.
- Develop the right reflexes to respond in the event of an attack and learn how to recover from a cyberattack.

❏ AUDIENCE

- Anyone who uses the organisation's IT and digital resources.

❏ PREREQUISITES

No prerequisites, but basic IT knowledge would be an advantage.

❏ YOU WILL LEARN

By the end of this training course, you will be able to:

- Understand cybersecurity issues and how to contribute to protecting your organisation.
- Identify and understand the main threats.
- Implement measures to protect yourself from the risk of cyberattacks.
- Adopt the right reflexes to respond in the event of an attack and how to recover.

❏ PROGRAMME

Understanding the challenges of cybersecurity
- The explosion of ransomware attacks
- AI to the rescue of cybersecurity
- Risks associated with the proliferation of connected objects
- Strengthening legislation to offer better protection

Identifying the main cyber threats
- Overview of threats: malware, blackmail, hacking, ransomware, etc.
- Viruses, Trojan horses, worms.

Measures to protect against the risk of cyberattacks
- Best practices: passwords, backups, etc.
- Adopting protective tools: antivirus software, firewalls, anti-malware software, etc.
- Regular updates.

How to respond in the event of an attack
- First steps to take: alert, isolate and implement a crisis plan.
- Managing the crisis: backup solutions, business continuity and disaster recovery plans, etc.

How to restart after a cyberattack
- Gradual and controlled return to service
- Correcting vulnerabilities
- Feedback, strengthening protection

Case studies and workshop

❏ LEARNING PATH

CYBERSECURITY

- ❏ **Quizzes after each chapter**
- ❏ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€1,780 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,880 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

PREDICONSULT ⬦⬦ TRAINING

41

CYBERSECURITY COMPLIANCE, STANDARDS AND REGULATIONS
Mastering compliance, standards and regulations to protect the organisation's IT system.

Beginner

Intermediate

1 day

Cybersecurity compliance, standards and regulations are essential to ensuring the protection of sensitive data, the security of critical infrastructure and user confidence in digital systems. They enable companies to comply with legal and industry requirements, prevent cyberattacks and limit legal risks.

❑ OBJECTIVES

This training course on "**Compliance, Standards and Regulations in Cybersecurity**" , will enable you to:

- Understand the main standards and regulations in cybersecurity.
- Apply legal requirements in cybersecurity.
- Assess the risks of non-compliance.
- Implement compliant policies and procedures.
- Ensure compliance monitoring and auditing.

❑ AUDIENCE

- Chief Information Security Officers (CISOs).
- Cybersecurity auditors.
- Lawyers specialising in cybersecurity law.
- IT project managers and infrastructure managers.
- Cybersecurity consultants.

❑ PREREQUISITES

No prerequisites, but basic IT knowledge would be an advantage.

❑ YOU WILL LEARN

By the end of this training course, you will be able to:

- Understand cybersecurity issues and how to contribute to protecting your organisation.
- Identify and understand the main threats.
- Implement measures to protect yourself from the risk of cyberattacks.
- Adopt the right reflexes to respond in the event of an attack and how to recover.

❑ PROGRAMME

Introduction to cybersecurity and compliance
- Overview of the main cybersecurity regulations.
- Importance of compliance in data and system protection

Key cybersecurity standards
- ISO 27001 and 27002: information security management
- NIST and other cybersecurity frameworks

The GDPR and personal data protection
- GDPR principles and corporate obligations
- GDPR compliance

The NIS Directive and security requirements
- Overview of the Directive
- Application of the Directive in critical sectors

Cybersecurity risk management
- Identification and assessment of cyber risks.
- Strategies for minimising non-compliance risks

Compliance audits and controls
- Implementation of regular compliance audits
- Tools and methodologies for cybersecurity auditing

Security governance and policies
- Development of cybersecurity policies
- Management of responsibilities and roles in cyber security.

Ethical issues and regulatory developments
- Ethical challenges in cybersecurity (privacy, etc.)
- Legislative developments and future cybersecurity standards

Case studies and workshop

❑ LEARNING PATH

CYBERSECURITY COMPLIANCE, STANDARDS AND REGULATIONS

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

- ■ Quiz
- ■ Theory and Fundamentals
- ■ Use Cases
- ■ Software & Platform work
- ■ Brainstorming
- ■ Training Evaluation

PROGRAMME & REGISTRATION FEES   Date on request

Online Training Course

INTER-COMPANY

€980 excluding VAT, including:
" " " • A 15-minute personalised interview to discuss expectations."
  - One day of training.
  - Documentation: Electronic support.
  - 15-minute personalised post-training interview.
For groups of at least 5 participants.

INTRA-COMPANY
Request a quote

In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,080 excluding VAT, including:
" " • A 15-minute personalised interview to discuss expectations.
  - One day of training.
  - Documentation: Electronic support.
  - 15-minute personalised post-training interview.
For groups of at least 5 participants.

INTRA-COMPANY
Request a quote

PREDICONSULT ◈ TRAINING

ARTIFICIAL INTELLIGENCE AND CYBERSECURITY

Identify and manage the risks associated with AI and use Artificial Intelligence to strengthen protection and anticipate threats.

Beginner

Intermediate

2 days

AI is playing an increasingly important role in strengthening cybersecurity. It enables threats to be anticipated, abnormal behaviour to be detected and responses to cyberattacks to be automated. However, AI itself can become a source of vulnerability if it is poorly controlled or manipulated. It is therefore essential to know how to identify and manage the risks associated with its use.

❑ OBJECTIVES

This "**AI and Cybersecurity**" training course will enable you to:

- Identify the risks associated with the use of AI.
- Understand the specific vulnerabilities of AI-based systems.
- Use AI to detect and anticipate cyber threats.
- Strengthen data and infrastructure protection mechanisms.
- Integrate AI into a comprehensive cybersecurity strategy.

❑ AUDIENCE

- Cybersecurity professionals.
- IT managers and CIOs.
- Artificial intelligence and data experts.
- Decision-makers and project managers in digital transformation.

❑ PREREQUISITES

No prerequisites, but basic IT knowledge
IT would be an advantage.

❑ YOU WILL LEARN

By the end of this training course, you will be able to:

- Manage the risks associated with AI.
- Integrate AI into a security strategy.
- Implement proactive threat detection skills.
- Understand and manage ethical and regulatory issues.

❑ PROGRAMME

Introduction to artificial intelligence
- Key definitions and concepts
- Types of AI and use cases

Overview of threats and vulnerabilities
- AI-related threats
- Risks of AI system exploitation

Securing AI-based systems
- Security principles applied to AI
- Best practices for secure development

Use of AI in cybersecurity
- Automatic anomaly detection
- Behavioural and predictive analysis

Data management and confidentiality
- Training data protection
- Compliance with regulatory frameworks

Ethical issues and governance
- Algorithmic bias and responsibilities
- Transparency and auditing of AI systems

Trends and future prospects
- Technological developments in AI and cybersecurity
- Future impacts on professions and organisations

Case studies and scenarios
- Real-life examples of attacks via or against AI
- Simulation of incident response with AI

❑ LEARNING PATH

ARTIFICIAL INTELLIGENCE AND CYBERSECURITY

- ❑ **Quizzes after each chapter**
- ❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€1,780 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,880 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

PREDICONSULT ⬦⬦ TRAINING

PROGRAMMING LANGUAGES AND TOOLS
Master the basics, techniques and practices of programming languages and tools.

Beginner

Intermediate

2 days

Programming is an essential skill in the modern world, and its importance continues to grow as technology advances. This course has been designed to meet the growing needs of teams to learn new programming languages. This training can be adapted to suit your needs. The languages studied in this course are: **Python, R, Scala, C++.**

❑ OBJECTIVES

This training course, "**Programming Languages and Tools**", is designed for non-developers who want to learn programming using a structured, modern approach. Adaptable to your needs, so that it is best suited to you, OOP is not a marginal concept: it is at the heart of the most widely used languages. It can be done in Python, C++, or Java.

❑ AUDIENCE

- Data analysts.
- Researchers / Statisticians.
- Beginner or non-specialist developers.
- Engineers or technical specialists.
- Technical managers or project managers.

❑ PREREQUISITES

No programming knowledge is required.

❑ YOU WILL LEARN

Upon completion of this "**Programming Languages and Tools**" training course, you will be able to:

- Design programmes independently.
- Use a modern language to write simple scripts.
- Structure a small programme with objects and methods.
- Read code and communicate more effectively with technical teams.

❑ PROGRAMME

Introduction
- Getting started with the working environment
- Variables, data types
- Classes, attributes and methods
- Basic concepts (inheritance, reuse, simplification).

Advanced topics (optional +1 day):
- Database linking
- Introduction to APIs (CRUD)

Scientific specialisation (optional +2 days):
- Design and modelling of scientific phenomena with classes and process automation.
- Practical case studies (topic to be discussed and chosen by the company)

Finance specialisation (optional +2 days):
- Creation of classes representing financial instruments
- Calculation of returns, volatility and risks, and automation of reporting
- Practical case studies (simulated portfolio)

Data specialisation (optional +2 days):
- Organisation, processing, visualisation and manipulation of data.
- Practical case studies: data pipeline.

Industrialisation (optional +2 days):
- Environment
- Dockerisation and integration
- Introduction to CI
- Monitoring and load testing

❑ LEARNING PATH

PROGRAMMING LANGUAGES AND TOOLS

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

- ■ Quiz
- ■ Theory and Fundamentals
- ■ Use Cases
- ■ Software & Platform work
- ■ Brainstorming
- ■ Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€1,780 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

[Request a quote](#)

In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,880 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

[Request a quote](#)

INDUSTRIES 4.0 & 5.0
Mastering and deploying Industry 4.0 and 5.0 for smart, collaborative production.

Beginner

Intermediate

2 days

Industries 4.0 and 5.0 represent crucial steps in the evolution of industrial sectors, combining advanced technologies and digital transformation. Industry 4.0 is based on the integration of technologies such as IoT, AI, robotics and cyber-physical systems to create smart factories, where production becomes more flexible, automated and connected.

❑ OBJECTIVES

This "**Industry 4.0 and 5.0**" training course will enable you to:

- Gain a broad overview of Industry 4.0 and 5.0.
- Acquire knowledge so that you can participate in and work on Industry 4.0 and 5.0 reflection and deployment projects.
- Discover how to improve productivity and efficiency.

❑ AUDIENCE

- Anyone working on projects to digitise manufacturing processes and the factory of the future.
- Process managers and production technologists
- Manufacturing, operations and quality managers, etc.

❑ PREREQUISITES

General knowledge of IT and industrial techniques would be an advantage.

❑ YOU WILL LEARN

At the end of this "Industry 4.0" training course, you will be able to:

- Have a clear understanding of what Industry 4.0 and 5.0 are.
- Understand the approach and implement a culture that promotes the adoption of Industry 4.0 and 5.0.
- Identify the benefits and advantages it offers.
- Discover examples and case studies.
- Contribute to digital transformation and deploy Industry 4.0 and 5.0 in your organisation.

❑ PROGRAMME

Introduction to Industry 4.0 and 5.0
- Understanding Industry 4.0 and its ecosystem
- The benefits of this industry
- The main players in Industry 4.0 and 5.0
- Some examples of the factory of the future

The main technologies behind Industry 4.0 and 5.0
- Big data
- Cybersecurity
- Cloud computing
- Machine learning
- The Internet of Things (IoT)
- Digital Twins

Benefits and risks for businesses
- Benefits: process streamlining, cost optimisation, customer satisfaction, industrial competitiveness.
- Risks: lack of skills, data compliance, change management, etc.

Areas of application for Industry 4.0 and 5.0
- Areas of business that can use Industry 4.0 and 5.0
- Production (shop floor)
- Products and services

Developments and prospects for Industry 4.0 and 5.0

Case studies and workshop

❑ LEARNING PATH

INDUSTRIES 4.0 & 5.0

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

- ■ Quiz
- ■ Theory and Fundamentals
- ■ Use Cases
- ■ Software & Platform work
- ■ Brainstorming
- ■ Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€1,780 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,880 excluding VAT, including:
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- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

PREDICONSULT ◈◈ TRAINING

THE INTERNET OF THINGS (IoT)
Principles, approach, application and deployment within organisations.

Beginner

Intermediate

2 days

The market for connected objects and the IoT is experiencing rapid growth. The emergence of new connected objects and associated applications has made this a rapidly developing market in almost all areas (energy, health, security, etc.). It is very important to understand it well in order to seize all the opportunities and benefits it has to offer.

❑ OBJECTIVES

This training course on **"Internet of Things (IoT) ",** will enable you to:

- Acquire knowledge so that you can participate in and work on projects involving planning and deployment.
- Understand the fundamentals of the IoT.
- Master IoT technologies and protocols.
- Develop and deploy IoT solutions.
- Analyse and exploit data from connected objects.
- Integrate security and governance into IoT projects.

❑ AUDIENCE

- Anyone involved in connected object and IoT projects.
- IoT and M2M project managers.
- Business, production, network and planning managers.

❑ PREREQUISITES

General knowledge of IT and networks would be an advantage.

❑ YOU WILL LEARN

By the end of this training course, you will be able to:

- Have a comprehensive understanding of the market, equipment, technologies and applications of connected objects in the IoT.
- Understand the process and implement an IoT project.
- Discover examples and use cases.

❑ PROGRAMME

Introduction to the Internet of Things (IoT)
- Definitions and clarifications on IoT, M2M, connected objects
- Understanding IoT and its ecosystem
- The benefits and opportunities of IoT
- The main players in IoT (5G, LPWA, etc.)
- Some examples and use cases

The main areas of application for IoT
- Vertical fields: healthcare, energy, housing, etc.
- Examples: Smart Grid, Smart City, Smart Building, etc.

Technologies associated with the IoT and connected objects
- Mobile networks: 4G, 5G, LTE
- Geolocation solutions: GPS, etc.
- RFID and NFC technologies
- WWAN solutions dedicated to the IoT: LoRa, Sigfox, LTE, NB-IoT, etc.
- Radio solutions (ISM bands)
- Sensor network technologies

Security in the IoT field
- Risks related to regulations (GDPR)
- Intrusions and other security risks
- Health risks (exposure of individuals)
- Risks related to protocols and network heterogeneity

IoT developments and prospects.

Case studies and workshop

❑ LEARNING PATH

THE INTERNET OF THINGS (IoT)

- ❑ **Quizzes after each chapter**
- ❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€1,780 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,880 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

BLOCKCHAIN
Understanding and using Blockchain to secure, certify and transform processes.

Beginner

Intermediate

2 days

Blockchain is a digital technology that enables data to be stored and transmitted in a decentralised, secure and transparent manner without the need for an intermediary (trusted third party). It opens up new prospects for the digital economy, and several sectors have recognised the added value of blockchain, including transport and travel, music, legal, medical and humanitarian.

❑ OBJECTIVES

This "**Blockchain**" training course will enable you to:
- Understand the challenges, benefits and limitations of blockchain for a particular sector.
- Grasp the possibilities, potential and impacts associated with the use of blockchain.
- Understand the technical and organisational elements involved in designing a blockchain project.

❑ AUDIENCE

- Blockchain engineers and developers, Blockchain project managers, CIOs, business managers (finance, HR, marketing, sales, etc.), technical managers.

❑ PREREQUISITES

A good general knowledge of digital technology and IT will help you follow the course.

❑ YOU WILL LEARN

You will be able to:
- Understand the uses, possibilities and challenges of blockchain.
- Understand the technical and organisational elements involved in designing a project.
- Contribute to the design and implementation of a blockchain project in a specific sector.

❑ PROGRAMME

Introduction: Challenges, Benefits and Value
- Definition, benefits and limitations
- Ecosystem, value and pillars
- Market, players and potential

The fundamentals of blockchain
- Cryptography
- Networks (peer-to-peer, permissioned, etc.)
- The main existing blockchains
- Smart contracts

Uses, operation and architecture
- The consensus mechanism
- Architecture: from nodes to blocks

Public, private and hybrid blockchains
- Public blockchains
- Private blockchains
- Bitcoin and Ethereum, Monero, Tezos.

Legal aspects, governance and regulation
- Blockchain, laws and regulation
- Blockchain and regulation (France, Europe and the USA)

Prospects and promises of blockchain
Workshop: case studies of "Smart Contracts"

❑ LEARNING PATH

BLOCKCHAIN

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€1,780 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTER-COMPANY

Request a quote

In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,880 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

PREDICONSULT ◇◇ TRAINING

THE CHIEF INFORMATION SECURITY OFFICER (CISO)
The conductor of the company's information system security.

47

Beginner

Intermediate

2 days

As the guardian of the company's IT security in all its dimensions (applications, infrastructure, etc.), the CISO has become a key figure within the organisation. Awareness-raising, technical and organisational implementation, threat and risk management: these are just some of the tasks that make this a demanding and highly demanding role.

❑ OBJECTIVES

This training course, "**The Chief Information Security Officer**", will enable you to:

- Understand the challenges of security.
- Learn about the priorities, obligations and responsibilities of the CISO.
- Learn how to manage information security and manage risks and threats.
- Knowing how to steer and manage business continuity.
- Knowing how to implement a comprehensive strategy.
- Work on real-life IT security cases.

❑ AUDIENCE

- Security project managers, CIOs, business managers, risk managers, technical managers, IT and security audit managers, DPOs. All managers (sales, marketing, legal, finance) working closely with the CISO.

❑ PREREQUISITES

No prerequisites are necessary.
A good general knowledge of IS and IT will facilitate the course.

❑ YOU WILL LEARN

By the end of this training course, you will be able to:

- Define security priorities and deliverables.
- Identify and manage risks and threats.
- Steer and manage business continuity.
- Define and implement a comprehensive security strategy.
- Raise awareness among stakeholders within the company and collaborate
- with the DPO, CIO, business units, etc.

❑ PROGRAMME

Introduction: Security challenges for the company
- Roles and responsibilities of the RSSI and deliverables
- CISO and CIO: striking a balance
- DPO and CISO: complementarity for compliance
- The priorities of the CISO

Roles, Functions and Priorities of the CISO
- Obligations, responsibilities and sanctions
- Information security laws and regulations: GDPR, NIS, ISO XXX, PCI DSS, PLM, HDS, Sarbanes-Oxley Act, SecNumCloud, etc.

Legal aspects of information security
- Fundamentals of information security
- Data classification and threats
- Security levels and domains

Information security management
- The CISO, the cyber risk insurer
- Risk list and management
- Threat listing and management

Risk and threat management
- The EbiosRM Method
- The Security Plan and backups
- Business Continuity Management
- Business Recovery Plan
- Principal Component Analysis – PCA, Contingency Plan (PSU)

Business Continuity Management

Workshop: case studies for risk analysis

❑ LEARNING PATH

THE CHIEF INFORMATION SECURITY OFFICER

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€1,780 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,880 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

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ARTIFICIAL INTELLIGENCE IN BUSINESS
Using AI to boost competitiveness and business development.

48

Beginner

Intermediate

2 days

AI is profoundly transforming our society by providing innovative solutions to complex challenges. It enables the automation of repetitive tasks, improves efficiency and optimises processes in various fields (health, finance, logistics, etc.). Thanks to models such as neural networks and deep learning, AI is capable of processing large amounts of data and extracting valuable information from it.

❑ OBJECTIVES

This training course, "**Artificial Intelligence in Business**", will enable you to:
- Understand the theoretical foundations and key concepts.
- Develop practical skills in modelling and model optimisation.
- Master data analysis and processing for machine learning.
- Apply AI in real-world contexts and various sectors of activity.
- Adopt an ethical and responsible approach.

❑ AUDIENCE

- IT and AI professionals in general.
- Data managers, data scientists.
- Innovation and R&D managers.
- Decision-makers and business managers involved in development of AI in their sectors of activity.

❑ PREREQUISITES

No prerequisites, but basic computer skills are a plus.

❑ YOU WILL LEARN

By the end of this course, you will be able to:

- Master the basics and key concepts of AI.
- Develop practical skills in modelling and model optimisation.
- Master data analysis and processing for ML.
- Apply AI in real-world contexts and various sectors of activity.
- Adopt an ethical and responsible approach.

❑ PROGRAMME

The fundamentals of AI and machine learning algorithms
- Different types of algorithms: regression, classification, clustering, etc.
- The basic principles of neural networks and supervised, unsupervised and reinforcement learning.

Model optimisation techniques
- Hyperparameter tuning to improve model accuracy.
- Cross-validation and regularisation techniques

Analysing and processing large amounts of data
- Preparing data for learning (cleaning, normalisation, transformation).
- Exploring statistical analysis methods to extract relevant information from data

Using AI in various sectors of activity
- Concrete use cases in various sectors
- Adapting AI models to specific needs

Assessing biases and risks associated with AI systems
- Bias in training data and its impact on results.
- Best practices for making models transparent and ethical, and avoiding discriminatory decisions.

Workshop on AI development tools and platforms
- The main frameworks for developing models.
- Development environments

❑ LEARNING PATH

ARTIFICIAL INTELLIGENCE IN BUSINESS

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€1,780 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

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In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,880 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

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49

GENERATIVE ARTIFICIAL INTELLIGENCE IN BUSINESS
Adoption, deployment, risks, ethics and use cases.

Beginner

Intermediate

2 days

Generative artificial intelligence has become essential in our modern world, transforming industries and services, improving efficiency and decision-making. It promotes innovation, enables the analysis of large amounts of data in real time and optimises daily processes. Generative AI plays a key role in automation, creating new economic opportunities.

❑ OBJECTIVES

This training course, "**Generative Artificial Intelligence in Business**", will enable you to:

- Understand the theoretical foundations of generative AI.
- Master the tools and technologies (Transformers, GANs, etc.).
- Gain a broad overview of generative AI and its capabilities to address specific organisational issues.
- Acquire knowledge to be able to work on generative AI deployment projects.

❑ AUDIENCE

- IT and AI professionals in general.
- Content creators in various sectors.
- Innovation and R&D managers.
- Decision-makers and business managers.

❑ PREREQUISITES

No prerequisites, but basic computer skills would be an advantage.

❑ YOU WILL LEARN

By the end of this training course, you will be able to:

- Gain a thorough understanding of the full range of generative AI models
  and their strengths and limitations.
- Be familiar with the various applications and use cases.
- You will be able to work on and contribute to generative AI projects
  generative AI projects.
- You will be able to implement the approach within your organisation.

❑ PROGRAMME

Introduction to AI and generative AI
- Understanding the key concepts of AI and its evolution
- Differences between discriminative and generative AI

The basics of neural networks and deep learning
- Neural network architecture (perceptrons, layers, activation)
- Supervised, unsupervised, and reinforcement learning

Generative models: GANs, VAEs, and Transformers
- How Generative Adversarial Networks (
- Variational Autoencoders (VAEs) and their use for data generation

Natural language processing with generative models
- Introduction to Transformer and BERT/GPT models
- Text generation, translation, and automatic summarisation

Creating AI-generated images: applications and tools
- Using GANs for realistic image generation
- Popular tools and platforms: DALL·E, Artbreeder, etc.

Ethics and bias in generative AI
- Identifying and managing bias in data and models
- Social and ethical impact of AI-generated content creation

Case studies and workshop

❑ LEARNING PATH

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

GENERATIVE ARTIFICIAL INTELLIGENCE IN BUSINESS

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES   Date on request

Online Training Course

INTER-COMPANY

€1,780 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

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In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,880 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

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THE TECHNICAL FOUNDATIONS OF GENERATIVE ARTIFICIAL INTELLIGENCE
Master architectures and models and deploy a high-performance generative AI system.

50

Beginner

Intermediate

2 days

The technical foundations of generative AI are based on deep learning models capable of creating new data from existing patterns. Neural networks such as GANs (Generative Adversarial Networks) and VAEs (Variational Autoencoders) are used to generate images, text or sound. These models learn from large amounts of data.

❑ OBJECTIVES

This training course, "**The Technical Foundations of Generative Artificial Intelligence**", will enable you to:

- Understand the fundamental principles of generative AI
- Master basic models: GANs, VAEs, etc.
- Learn how to generate realistic data (images, etc.).
- Explore the practical applications of generative AI.
- Assess the ethical and social issues surrounding generative AI.

❑ AUDIENCE

- Data science and AI professionals.
- Machine learning developers and engineers.
- AI researchers and students.
- Entrepreneurs and R&D managers in advanced technologies.
- Specialists in creative fields (art, design, media).

❑ PREREQUISITES

Basic knowledge of computer science, statistics and mathematics is desirable.

❑ YOU WILL LEARN

By the end of this training course, you will be able to:

- Master the main generative AI models.
- Generate realistic and creative content in various formats (images, text, audio).
- Acquire the skills to apply generative AI in concrete projects and specific sectors.
- Fully understand the ethical issues and risks associated with generative AI.

❑ PROGRAMME

Introduction to generative AI
- Presentation of the basic principles of generative AI and the types of models associated with it
- Distinction between generative and discriminative AI, and their respective applications

The basics of neural networks
- Neural networks and deep learning
- How layers, activation functions and backpropagation work

Generative Adversarial Networks (GANs)
- The basic principle: generator vs discriminator
- Practical applications of GANs

Variational Autoencoders (VAEs)
- The concepts of latent representation and data encoding/decoding
- Use of VAEs for data generation and dimensionality reduction

Transformer models for text generation
- Introduction to Transformer-type architectures
- Application in text generation, translation, etc. **Ethics, bias and social impact of generative AI**
- Identifying bias in data and generative models
- Discussion on the ethical, legal and social implications of using generative AI

Workshop: Use cases, practical applications

❑ LEARNING PATH

TECHNICAL FOUNDATIONS GENERATIVE AI

- ❑ **Quizzes after each chapter**
- ❑ **Test at the end of the training**

- ■ Quiz
- ■ Theory and Fundamentals
- ■ Use Cases
- ■ Software & Platform work
- ■ Brainstorming
- ■ Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€1,780 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

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In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,880 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

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PREDICONSULT ◈◈ TRAINING

51

THE CHIEF AI OFFICER (CIAO)
The conductor for deploying AI within the company.

Beginner

Intermediate

2 days

The CIAO plays a key role in the strategic integration of AI within the company, leading innovation and aligning AI projects with organisational objectives. They ensure ethical and responsible governance of technologies while driving digital transformation. Their expertise maximises the value of AI while minimising the associated risks.

❑ OBJECTIVES

This "**Chief AI Officer**" training course will enable you to:

- Develop a strategic vision of AI for the company.
- Master AI project management and technological innovation.
- Ensure ethical and responsible governance of AI technologies.
- Integrate AI into the company's digital transformation.
- Optimise collaboration between internal teams and external stakeholders.

❑ AUDIENCE
- Executives and senior managers wishing to integrate AI into their business strategy.
- R&D and technological innovation managers.
- Project managers and AI team managers.
- Digital transformation and technology governance professionals.

❑ PREREQUISITES

Basic knowledge of IT and business organisation is desirable.

❑ YOU WILL LEARN

By the end of this training course, you will be able to:

- Contribute to defining an AI strategy aligned with
- the company's business objectives.
- Contribute to managing and supervising large-scale AI projects
- .
- Master the ethical, legal and governance issues
- surrounding AI.

❑ PROGRAMME

Introduction to strategic AI and its impact on the company
Defining and managing an AI strategy
- The AI roadmap aligned with the company's strategic objectives
- Prioritising AI projects based on needs, resources and potential impacts

AI models and emerging technologies
- The main AI models (ML, DL, NLP, etc.)
- Technological innovations and trends (generative AI, reinforcement learning, etc.)

Management of AI projects and multidisciplinary teams
- Management of complex AI projects (design, etc.)
- Managing teams of technical experts and collaborating with other departments

AI governance and ethics
- Implementing governance to oversee AI initiatives within the company
- Identifying and managing ethical issues related to the use of AI (algorithmic bias, confidentiality, etc.)

Measurement and evaluation of AI project performance
- KPIs to assess the impact of AI projects
- Optimising AI models based on results and changing business needs

External collaborations and partnerships for AI innovation
- Strategic partnerships (start-ups, universities, etc.)
- Technology watch

Case studies and workshop.

❑ LEARNING PATH

THE COMPANY'S CHIEF AI OFFICER (CIAO)

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€1,780 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

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In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,880 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

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USING GENERATIVE ARTIFICIAL INTELLIGENCE TOOLS
Effectively generate videos, translations, images, code and other interactive content.

Beginner

Intermediate

2 days

Generative AI tools enable the creation of new and personalised content on a large scale. These tools, such as GANs or Transformer models, optimise creative processes, from image generation to text production. One of the keys to fully exploiting these tools lies in mastering prompts, which are used to guide AI in creating accurate and relevant results. Knowing how to formulate clear and detailed prompts is essential for obtaining high-quality outputs.

❏ OBJECTIVES

This training course**, "Using Generative Artificial Intelligence Tools**", will enable you to:

- Understand the fundamental concepts of generative AI.
- Master the creation and optimisation of prompts.
- Use generative AI tools to create multimedia content.
- Apply generative AI in concrete projects.
- Manage the ethical issues and risks associated with generative AI.

❏ AUDIENCE

- Creative professionals (designers, artists, writers, etc.).
- Developers and engineers specialising in AI and ML.
- Project managers and R&D managers.
- Entrepreneurs and start-ups wishing to exploit generative AI.

❏ PREREQUISITES

No prerequisites, but basic computer skills would be an advantage.

❏ YOU WILL LEARN

By the end of this training course, you will be able to:

- Master effective prompts.
- Use generative AI tools to create content.
- Fully understand the ethical issues and risks involved.
- Apply generative AI in real-world projects.

❏ PROGRAMME

Introduction to generative AI

The main generative AI models
- Study of GANs for image and video creation
- Introduction to VAEs and their use for data generation

Mastering prompts to generate accurate results
- Techniques for Formulating Clear and Specific Prompts
- How to refine prompts to obtain optimal responses from AI

Creating multimedia content with generative AI
- Generating realistic images using models such as DALL·E and Artbreeder
- Using AI to create text (narrative, poetry, articles) with models such as GPT

Industrial and commercial applications of generative AI
- Integrating generative AI into marketing, advertising, and content creation
- Applications in the automation of media production (videos, graphics, etc.)

Ethical and regulatory issues surrounding generative AI
- Analysis of bias risks and privacy challenges in content generation
- Existing and upcoming regulations surrounding generative AI

Workshop: Group generative AI project for a real-world case studies

❏ LEARNING PATH

USING GENERATIVE AI TOOLS

❏ **Quizzes after each chapter**
❏ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€1,780 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

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In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,880 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

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PREDICONSULT ⬖ TRAINING

53 **ETHICS, COMPLIANCE AND REGULATION OF AI**
Understanding and managing the ethical aspects, challenges, regulations and compliance of AI.

Beginner

Intermediate

1 day

Ethics, compliance and regulation of AI are essential to ensure that artificial intelligence technologies are used responsibly, transparently and fairly. They help prevent algorithmic bias, discrimination and privacy violations, while ensuring the protection of personal data.

❑ **OBJECTIVES**

This training course on "**Ethics, Compliance and Regulation of AI**", will enable you to:

- Understand the fundamental ethical principles of AI.
- Understand the regulations and laws in force.
- Manage the ethical and legal risks associated with AI.
- Implement governance practices for compliance.
- Assess the social and economic impact of AI.

❑ **AUDIENCE**

- Compliance and regulatory officers
- AI development and implementation professionals.
- Lawyers and attorneys specialising in technology and data protection.
- Senior executives and managers in the digital sector.

❑ **PREREQUISITES**

No prerequisites, but basic IT knowledge would be an advantage.

❑ **YOU WILL LEARN**

At the end of this training course, you will be able to:

- Understand the ethical issues surrounding AI.
- Master the regulations and laws governing AI.
- Manage the ethical and legal risks associated with AI.
- Acquire skills in governance and compliance for AI projects.

❑ **PROGRAMME**

Introduction to AI ethics
- The fundamental ethical issues related to AI
- Ethical principles to be incorporated into the design and implementation of AI technologies

Risks associated with AI: bias, discrimination and transparency
- Sources of bias in data and models
- The risks of discrimination and lack of transparency in automated decisions

AI regulation and compliance
- Existing regulations (EI AI Act, GDPR)
- Compliance requirements for companies developing or using AI technologies

Responsibility and governance of AI
- The legal and ethical responsibilities of companies in the use of AI
- Establishing governance structures to oversee AI projects and ensure compliance

Data protection and privacy in AI systems
- Impact of AI on personal data protection
- Applying GDPR principles in the development of AI systems

Social and economic impact of AI
- The impact of AI on the labour market, the economy, etc.
- The ethical implications of automation and decisions made by algorithms

Workshop: Use cases and implementation of principles

❑ **LEARNING PATH**

ETHICS, COMPLIANCE & REGULATION OF AI

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES   Date on request

Online Training Course

INTER-COMPANY

€980 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- One day of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

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In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,080 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- One day of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

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GENERATIVE AI AND ITS TOOLS FOR THE PRESS AND JOURNALISM
Generative tools to improve writing and production in the media.

Beginner

Intermediate

1 day

54

Generative AI is transforming the **press and journalism** sector by automating content creation, generating article summaries and facilitating the production of personalised texts on a large scale. It allows journalists to focus on more strategic and creative tasks, while speeding up the production of news.

❑ OBJECTIVES

This training course, "**Generative AI and its Tools for the Press and Journalism**", will enable you to:

- Understand the principles of generative AI.
- Use AI tools for content creation.
- Improve the efficiency of writing and editing.
- Explore the ethics and challenges of AI in journalism.
- Improve the efficiency of research and data analysis processes for reporting.
- Optimise the production and distribution of personalised content.

❑ AUDIENCE

- Journalists and editors.
- Editorial managers and editors-in-chief.
- Communications and public relations officers.
- Data analysts and data journalists.
- Digital and media innovation project managers.
- Content production managers.

❑ PREREQUISITES

No prerequisites. Knowledge of the sector is an advantage.

❑ YOU WILL LEARN

By the end of this training, you will be able to:

- Master the basic concepts of generative AI and its applications in journalism.
- Use the main AI tools for content production content (text, image, audio, video).
- Integrate GAI into editorial and information management processes
- information management processes in the press.
- Consider the ethical, legal and professional ethics issues related to the use of AI in the media.

❑ PROGRAMME

Introduction to GAI and its applications in journalism
- Presentation of key concepts in generative AI.
- Overview of AI applications in media and content production.

AI tools for automated article writing
- Use of language models to generate articles and summaries.
- Automation of headline and teaser creation.

Personalising content for the target audience
- Personalising articles based on readers' preferences.
- Analysing user data to tailor content.

Use of AI for information analysis and curation
- Extraction of key information and generation of automated summaries.
- Tools for real-time news monitoring and curation.

Ethics, bias and regulation of AI in the media
- Identification and management of bias in generative algorithms.
- Compliance with regulations and ethical standards in the use of AI tools.

Integration of AI into the editorial workflow
- Optimisation of the editorial process with AI tools.
- Collaboration between journalists and AI for a smooth production flow
  smooth production flow.

❑ LEARNING PATH

AI FOR PRESS & JOURNALISM

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€980 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- One day of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

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In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,080 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- One day of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

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PREDICONSULT ◆◆◆ TRAINING

GENERATIVE AI AND ITS TOOLS FOR THE LEGAL PROFESSION
Generative tools to assist, enrich and simplify legal practices.

55

Beginner

Intermediate

1 day

Generative AI is revolutionising the **legal** profession by automating the drafting of legal documents, case law research and contract analysis. It enables solicitors and lawyers to save time, improve process efficiency and focus on higher value-added tasks.

❑ OBJECTIVES

This training course, "**Generative AI and its Tools for the Legal Profession**", will enable you to:

- Understand the basics of generative AI and its application in the legal field.
- Learn how to use AI tools for drafting and analysing legal documents.
- Improve the efficiency of legal research and data analysis.
- Explore the ethical and regulatory issues surrounding AI in the legal field.

❑ AUDIENCE

- Lawyers, solicitors, notaries and bailiffs.
- Corporate legal managers.
- Legal and compliance consultants.
- Legal department executives and managers.
- Legal analysts, documentalists and contract and risk management professionals.

❑ PREREQUISITES

No prerequisites. Knowledge of the sector is an advantage.

❑ YOU WILL LEARN

By the end of this training course, you will be able to:

- Master the fundamental principles of AI applied to the legal profession.
- Use AI tools for legal document analysis and automatic drafting.
- Understand the ethical, legal and professional issues surrounding AI in the legal field.
- Integrate AI to improve the efficiency of practices

❑ PROGRAMME

Introduction to GAI and its applications in the legal field
- Presentation of the fundamental concepts of GAI
- Overview of AI tools used in the legal profession.

AI tools for document drafting and automation
- Automated generation of contracts, deeds and other legal documents.
- Customisation of documents according to legal criteria.

Analysis and processing of legal data with AI
- Use of AI for case law research and analysis.
- AI tools for data extraction and legal database management.

AI tools for predicting court decisions
- Predictive models based on past decisions and analysis of similar cases.
- AI applications for legal risk assessment **Ethical issues and AI regulation**
- Issues related to confidentiality, sensitive data management and algorithm transparency.
- Compliance with legal and ethical standards in the use of AI for law.

Integration of AI into legal processes and law firms
- Optimisation of administrative tasks and document management through AI.
- Collaboration between lawyers and AI to improve efficiency and decision-making.

Use cases and workshop

❑ LEARNING PATH

AI FOR THE LEGAL PROFESSION

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€980 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- One day of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

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In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,080 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- One day of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

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PREDICONSULT ◈ TRAINING

GENERATIVE AI AND ITS TOOLS FOR HUMAN RESOURCES
Effectively managing resources and talent through the impact of generative tools.

56

Beginner

Intermediate

1 day

Generative AI is transforming **human resources** by facilitating recruitment through the automation of job posting, CV screening and virtual interviews. It also improves talent management and training personalisation.

❑ OBJECTIVES

This training course, **"Generative AI and its Tools for Human Resources"**, will enable you to:

- Understand the basics of generative AI and its impact on human resources management.
- Use AI tools for candidate recruitment and selection.
- Optimise talent management and training with AI.
- Explore the ethical issues and challenges associated with AI in employee management.
- Improve the efficiency of HR processes, such as performance management and staff data analysis.

❑ AUDIENCE

- HR managers and talent managers.
- HR directors, recruiters and recruitment managers.
- Training and skills development managers.
- Managers and team leaders, HR analysts and data scientists specialising in human resources.

❑ PREREQUISITES

No prerequisites. Knowledge of the sector is an advantage.

❑ YOU WILL LEARN

By the end of this training, you will be able to:

- Use AI tools to automate HR processes (interviews, CV analysis, etc.).
- Master the ethical and legal issues related to the use of AI in human resources management.
- Integrate AI to improve the employee experience and the efficiency of HR teams.

❑ PROGRAMME

Introduction to Generative AI and its applications in HR
• Presentation of key concepts of generative AI in HR
• AI tools used to improve HR processes.
Recruitment and talent management with AI
• Sorting CVs and pre-selecting candidates.
• AI tools for analysing interviews and matching profiles to job offers.
 Personalising the employee experience with AI
• Generating personalised training and professional development paths.
• Use of AI to improve employee engagement and talent retention.
Predictive analytics for performance and compensation management
• Use of predictive models to assess employee performance and training needs.
• AI applications for optimising compensation policies and career development.
Ethical issues and data confidentiality in HR
• Managing algorithmic bias and objectivity in personnel decisions.
• Compliance with confidentiality and regulations on employee data management.
Integrating AI into the Human Resources workflow
• Automation of HR administrative tasks such as leave management and payroll.
• Optimisation of the talent management process, from training to assessment, via AI.
Use cases and workshop

❑ LEARNING PATH

AI FOR HR

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€980 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- One day of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

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In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,080 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- One day of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

57

GENERATIVE AI AND ITS TOOLS FOR MARKETING AND PRODUCT CREATION
Innovate, create products and build effective marketing strategies using generative AI.

Beginner

Intermediate

1 day

Generative AI plays a key role in **marketing and product creation** by enabling the personalisation of advertising campaigns, the generation of creative content (text, images, videos) and the prediction of consumer needs. It also facilitates the development of innovative products by analysing market trends and generating data-driven ideas.

❏ OBJECTIVES

This training course, "**Generative AI and its Tools for Marketing and Product Creation**", will enable you to:

- Understand the application of GAI in marketing content creation and product design.
- Use AI tools to personalise customer experiences and optimise marketing campaigns.
- Improve the efficiency of creative processes by automating design and writing tasks.
- Analyse consumer data to anticipate market trends and adapt products accordingly.

❏ AUDIENCE

- Marketing and communications managers.
- Product managers and innovation managers.
- Digital marketing directors and managers.
- Advertising campaign and digital strategy managers.
- Designers and content creators, and brand strategy and loyalty managers.

❏ PREREQUISITES

No prerequisites. Knowledge of the industry is a plus.

❏ YOU WILL LEARN

By the end of this training, you will be able to:

- Apply IAG in the creation of marketing content and product design.
  product design.
- Use AI tools to analyse customer preferences
- Master the ethical and creative challenges of AI in
- communication and product development.
- Know how to integrate AI to improve efficiency and innovation
- in marketing and product processes.

❏ PROGRAMME

Introduction to GAI and its applications in marketing
- Presentation of the principles of GAI applied to marketing and product creation.
- Overview of AI tools used to personalise and automate marketing campaigns.

Creating marketing content with AI
- Automatic generation of texts, articles, emails and advertisements.
- Use of AI to create visuals and graphic elements tailored to campaigns.

Personalisation and segmentation of marketing campaigns
- AI tools for analysing customer behaviour and creating personalised segments.
- Automation of product recommendations and user experience based on individual preferences.

Optimisation of pricing strategies with AI
- Use of AI to analyse market trends and set dynamic prices.
- Demand prediction and real-time price adjustments to maximise revenue.

Creating innovative products with AI
- Use AI to analyse consumer needs and identify opportunities for new products.
- Generating product ideas and concepts via AI**.**

Ethical issues and responsibility in the use of AI
- Managing bias in recommendation algorithms and respecting user preferences.
- Compliance with data protection and consumer privacy regulations.

Use cases and workshop

❏ LEARNING PATH

AI FOR MARKETING & PRODUCT CREATION

❏ **Quizzes after each chapter**
❏ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€980 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- One day of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,080 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- One day of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

GENERATIVE AI AND ITS TOOLS FOR CUSTOMER RELATIONSHIPS

Improve customer relations, automate processes and personalise the customer experience with generative AI.

58

Beginner

Intermediate

1 day

Generative AI is transforming **customer relations** by automating responses to frequently asked questions, creating smarter chatbots and offering personalised experiences on a large scale. It enables faster and more responsive customer service while reducing operational costs.

❑ OBJECTIVES

This training course, "**Generative AI and its Tools for Customer Relations**", will enable you to:

- Understand the principles of GAI and its application in customer relationship management.
- Use AI tools to personalise the customer experience and meet their specific needs.
- Optimise customer service automation with chatbots and intelligent virtual assistants.
- Analyse customer data to anticipate expectations and improve satisfaction.
- Improve multi-channel customer relationship management by integrating AI solutions into interactions and follow-ups.

❑ AUDIENCE

- Customer relationship managers, CRM managers.
- Customer service directors and managers.
- Account managers and advisors.
- Digital transformation and innovation project managers.

❑ PREREQUISITES

No prerequisites. Knowledge of the industry is a plus.

❑ YOU WILL LEARN

By the end of this training course, you will be able to:

- Apply AI in customer relations and management.
- Use AI tools to personalise interactions and improve the customer experience.
- Understand the ethical issues related to automated responses and customer data management.
- Integrate AI to optimise request management and problem solving.

❑ PROGRAMME

Introduction to Generative AI and its role in customer relations
- Understand the concepts of generative AI and its impact on customer interaction.
- AI tools dedicated to customer relationship management

Automating customer interactions: chatbots, etc.
- Using AI to create intelligent chatbots and virtual assistants to answer customer questions.
- Optimising automatic responses and managing multi-channel conversations.

Personalising the customer experience with AI
- Creation of dynamic customer profiles and personalisation of product or service recommendations.
- Using AI to anticipate customer needs and offer tailored offers in real time.

Optimising request and ticket management
- AI tools to classify and prioritise customer requests based on their urgency and complexity.
- Automating the resolution of recurring tickets and improving response times.

Analysing customer feedback and sentiment with AI
- Use AI to analyse customer reviews, surveys and social media interactions.
- Sentiment analysis tools to assess customer satisfaction and detect emerging trends.

Ethical issues and data management in customer relations
- Compliance with customer personal data privacy and security standards.
- Combating algorithmic bias

Use cases and workshop

❑ LEARNING PATH

AI FOR CUSTOMER RELATIONSHIP MANAGEMENT

- ❑ **Quizzes after each chapter**
- ❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€980 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- One day of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,080 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- One day of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

59 GENERATIVE AI AND ITS TOOLS FOR DATA ANALYSIS AND DECISION-MAKING
Generative AI revolutionises data analysis and decision-making.

Beginner

Intermediate

1 day

Generative AI (GIA) is revolutionising **data analysis and decision-making** by automating report generation, predictive analysis and the synthesis of complex information. It helps companies make more informed decisions by processing massive volumes of data and identifying hidden trends.

❑ OBJECTIVES

This training course, "**Generative AI and its Tools for Data Analysis and Decision-Making**", will enable you to:

- Understand the principles of GAI and its application in data analysis and decision-making.
- Use AI tools to extract, analyse and visualise complex data.
- Optimise decision-making processes through predictive models and automated analysis.
- Explore advanced AI techniques to improve the quality of analysis and strategic decision-making. Acquire practical skills to integrate AI into BI tools and decision-making systems.

❑ AUDIENCE

- Data analysts, data scientists.
- Decision-makers (BI).
- Digital transformation project managers.
- Senior executives wishing to integrate AI into corporate strategy.

❑ PREREQUISITES

No prerequisites. Knowledge of the sector is an advantage.

❑ YOU WILL LEARN

At the end of this training course, you will be able to:

- Master IAG tools for advanced data analysis and extraction of relevant insights.
- Apply AI techniques to create predictive models and support strategic decisions.
- Integrate AI into decision-making processes to improve real-time decision-making.
- Understand and manage the ethical and bias issues associated with the use of AI in data analysis and decision-making.

❑ PROGRAMME

GIA and its applications in data analysis
- Presentation of the fundamental concepts of generative AI in the context of data analysis.
- Overview of the tools and technologies used to transform data into actionable information.

Data processing and preparation with AI
- Use of AI to automate data cleaning, transformation and enrichment.
- Integrating data from multiple sources to obtain a comprehensive overview.

Predictive modelling and advanced analysis
- Application of generative models to predict trends and identify hidden patterns in data.
- Using AI to generate predictive models in various fields (sales, finance, marketing, etc.).

Data mining and knowledge discovery
- AI-assisted data mining techniques to uncover important correlations and insights.
- Automation of data segmentation and clustering processes for better decision-making.

Data and results visualisation with AI
- AI tools for generating dynamic visualisations.
- Use of visualisation to facilitate rapid and informed decision-making based on analysed data.

Ethical issues and transparency in data analysis
- Management of algorithmic bias and transparency
- Compliance with data privacy regulations and responsible management of sensitive information.

Use cases and workshop

❑ LEARNING PATH

AI FOR DATA AND DECISION-MAKING

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€980 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- One day of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,080 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- One day of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

PREDICONSULT ⬦⬦ TRAINING

GENERATIVE AI AND ITS TOOLS FOR FINANCE, BANKING AND INSURANCE
Generative AI resources for innovation and performance in finance and insurance.

60

Beginner

Intermediate

1 day

Generative AI is transforming the **finance, banking and insurance** sectors by automating risk analysis, financial reporting and customer request management. It optimises the personalisation of offers, fraud detection and the automation of underwriting and claims settlement processes.

❑ OBJECTIVES

This training course, **"Generative AI and its Tools for Finance, Banking and Insurance"**, will enable you to:
- Understand the basics of generative AI and its application in finance, banking and insurance.
- Use AI tools for predictive risk analysis and portfolio management.
- Detect fraud and manage operations using AI.
- Explore the use of AI to improve customer experience and personalise financial services.
- Improve the efficiency of decision-making processes and investment strategies using AI.

❑ AUDIENCE

- Financial analysts, portfolio and wealth managers.
- Regulatory compliance officers (AML/KYC).
- Actuaries and underwriters, senior executives and digital transformation managers.
- Data scientists and engineers specialising in finance.

❑ PREREQUISITES

No prerequisites. Knowledge of the sector is an advantage.

❑ YOU WILL LEARN

At the end of this training course, you will be able to:
- Mastering IAG tools for financial data analysis and risk management.
- Apply AI techniques to automate processes and enhance customer services.
- Understand and manage the ethical and regulatory issues related to AI in the financial and insurance sectors.

❑ PROGRAMME

Introduction to GAI and its applications in finance
- Presentation of the key concepts of generative AI and its role in optimising financial services.
- Overview of AI tools used in the banking and insurance sectors for data analysis and automation.

Automation of banking and financial processes with AI
- Use of AI to automate administrative tasks, transaction management and fraud detection.
- Optimisation of portfolio management, loan and credit processes with predictive AI tools.

Risk analysis and financial forecasting with AI
- Predictive modelling to assess financial and credit risks using AI algorithms.
- Using AI to forecast market trends and manage investments.

Customisation of financial products and insurance with AI
- Generating personalised financial product offers based on customer needs.
- Use of AI to adjust insurance offers, premiums and coverage based on customer profiles.

Optimising customer relations in the financial sectors
- Chatbots and virtual assistants for managing requests • Automating responses to common queries and improving the user experience with AI.

Ethical issues and regulations in the use of AI
- Compliance with financial and protection regulations
- Management of algorithmic bias in models

Use cases and workshop

❑ LEARNING PATH

AI FOR FINANCE, BANKING & INSURANCE

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€980 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- One day of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,080 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- One day of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

PREDICONSULT TRAINING

61 GENERATIVE AI AND ITS TOOLS FOR SALES AND MARKETING
Leveraging generative AI to transform commercial strategy and accelerate sales.

Beginner

Intermediate

1 day

Generative AI is transforming **sales and marketing** by automating the creation of sales proposals, personalising marketing messages and managing customer interactions. It enables better anticipation of customer needs through predictive analytics and improves the efficiency of sales teams by automating certain repetitive tasks.

❑ OBJECTIVES

This training course, "**Generative AI and its Tools for Sales and Marketing**", will enable you to:

- Understand the basics of generative AI and its impact on sales and marketing strategies.
- Learn how to use AI tools to personalise offers and optimise prospect targeting.
- Improve the effectiveness of marketing and prospecting campaigns through automation.
- Explore the use of AI to analyse purchasing behaviour and predict market trends.

❑ AUDIENCE

- B2B and B2C sales representatives.
- Sales managers and sales directors.
- Prospecting and business development managers.
- Customer relationship and loyalty managers.
- Digital marketing and CRM project managers.

❑ PREREQUISITES

No prerequisites. Knowledge of the industry is a plus.

❑ YOU WILL LEARN

By the end of this training course, you will be able to:

- Be familiar with AI tools for personalising sales approaches and enriching interactions with prospects.
- Using AI effectively to automate lead generation, customer relationship management and opportunity tracking.
- Understand the ethical issues involved in using AI in the sales process and customer data management.

❑ PROGRAMME

Introduction to Generative AI and its impact on sales
- Presentation of the basic concepts of generative AI applied to the field of sales.
- Overview of AI tools used to optimise sales strategies and customer relations.

Automating the prospecting process and lead generation
- Use of AI to identify and qualify prospects based on behavioural data and external sources.
- Automatic generation of personalised content to attract and convert prospects (emails, messages, offers).

Personalisation of commercial offers with AI
- Creation of tailor-made offers and recommendation of products or services adapted to each customer through data analysis.
- Use of AI to segment and target customers

Improving customer relationship management with AI
- Development of chatbots and virtual assistants to automate customer interactions and sales follow-up.
- Analysis of customer behaviour data to adjust interactions and commercial offers in real time.

Sales forecasting and sales performance analysis
- Using predictive models to estimate future sales and optimise sales targets.
- Monitoring sales team and campaign performance using AI analytics tools.

Ethical issues and data management in practices
- Management of confidentiality and personal data
- Preventing bias in the use of algorithms

Use cases and workshop

❑ LEARNING PATH

AI FOR BUSINESS & SALES

- ❑ **Quizzes after each chapter**
- ❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€980 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- One day of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,080 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- One day of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

PREDICONSULT ◆◆◆ TRAINING

GENERATIVE AI AND ITS TOOLS FOR TEACHING AND EDUCATION
New perspectives for teaching thanks to AI for personalised learning and educational innovation.

62

Beginner

Intermediate

1 day

Generative AI is revolutionising **teaching and education** by personalising learning paths, generating educational content and providing virtual assistants for students. It makes it possible to better meet the individual needs of attendees, automate assessment and improve access to education on a large scale.

❑ OBJECTIVES

This training course, **"Generative AI and its Tools for Teaching and Education"**, will enable you to:

- Understand the basics of generative AI and its application in the education sector.
- Learn how to use AI tools to personalise learning paths and educational content.
- Optimise the automation of student work correction and assessment.
- Explore the use of AI to improve learner engagement and interaction.
- Improve teaching management and educational decision-making through data analysis.

❑ AUDIENCE

Primary, secondary and higher education teachers
Trainers and continuing education managers
School and university principals
Educational and administrative executives.

❑ PREREQUISITES

No prerequisites. Knowledge of the sector is an advantage.

❑ YOU WILL LEARN

At the end of this training course, you will be able to:

- Be familiar with IAG tools for creating personalised educational content and adapting it to students' needs.
- Use AI effectively to automate knowledge assessment and offer instant feedback.
- Understand the ethical issues related to the use of AI in education, including data protection and inclusivity.

❑ PROGRAMME

Introduction to GAI and its applications in education
- Presentation of the concepts of generative AI and its impact on teaching practices.
- Overview of AI tools for improving the learning experience and educational organisation.

Personalising learning with AI
- Use of AI to create personalised learning paths based on students' needs and progress.
- Generating recommendations for educational activities tailored to each student to optimise their learning path

Creating automated educational content with AI
- Automatic generation of teaching materials.
- Use of AI to create personalised multimedia content (texts, videos, practical exercises).

Improving learner assessment and monitoring
- AI tools for analysing student performance and providing instant feedback.
- Automation of assessments, grading and real-time monitoring of student progress.

Teaching support with virtual assistants
- Development of chatbots and virtual assistants to answer common student questions and offer guidance.
- Use of AI to offer personalised tutoring and support learning outside of class hours.

Ethical issues and regulation of AI in education
- Management of student data confidentiality and compliance with regulations (GDPR).
- Precautions to take against algorithmic bias.

Use cases and workshop

❑ LEARNING PATH

AI FOR TEACHING & EDUCATION

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€980 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- One day of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,080 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- One day of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

PREDICONSULT ◆◆◆ TRAINING

63

GENERATIVE AI AND ITS TOOLS FOR HEALTHCARE AND THE HOSPITAL SECTOR
Generative AI resources for prevention and optimisation of diagnosis and care.

Beginner

Intermediate

1 Day

Generative AI is transforming the **healthcare** sector **and hospitals and clinics** by facilitating the creation of medical reports, the analysis of diagnostic images and the personalisation of treatments. It helps to predict diseases, automate administrative tasks and improve patient care through virtual assistants.

❑ OBJECTIVES

This training course, "**Generative AI and its Tools for the Healthcare and Hospital Sector**", will enable you to:
- Understand the basics of generative AI and its application in healthcare and hospitals.
- Learn how to use AI tools for medical data analysis and predictive diagnosis.
- Optimise medical record management and treatment personalisation using AI.
- Explore the use of AI to improve patient care and the efficiency of healthcare teams.
- Improve decision-making processes and disease prevention strategies with the help of AI.

❑ AUDIENCE

- Doctors, specialists and paramedics.
- Healthcare executives and quality managers.
- Medical secretaries and medical assistants.
- Digital health engineers and data scientists.
- Continuing education managers.

❑ PREREQUISITES

No prerequisites. Knowledge of the industry is an advantage.

❑ YOU WILL LEARN

Upon completion of this training, you will be able to:
- Master AI tools for analysing medical data and improving diagnoses.
- Effectively use AI to automate patient record management and improve hospital processes.
- Fully understand the ethical and confidentiality issues related to the use of AI in the healthcare sector.

❑ PROGRAMME

Generative AI and its applications in the healthcare sector
• Presentation of key concepts in generative AI and its role in improving healthcare.
• Overview of AI tools used in diagnosis, treatment and medical data management**.**
Optimising medical diagnosis with AI
• Use of AI for analysing medical images (X-rays, MRIs, CT scans) and detecting pathologies.
• Generative models for analysing medical records and predicting health risks.
Personalisation of treatments and care through AI
• Creation of personalised care pathways based on patients' genetic and medical profiles.
• Use of AI to adjust treatment plans.
Automation of administrative processes in hospitals
• Automation of patient record management, appointment scheduling and medical prescriptions.
• Use of chatbots to manage patients' administrative requests
Remote monitoring and disease prevention with AI
• Implementation of remote patient monitoring systems using connected medical devices
• Predictive tools to prevent the onset of disease or worsening conditions and optimise preventive treatments.
Ethical issues and regulation of AI in healthcare
• Respect for medical data confidentiality and compliance with regulations (GDPR, HIPAA).
• Management of bias in diagnostic algorithms
Use cases and workshop

❑ LEARNING PATH

AI FOR HEALTH

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

- ■ Quiz
- ■ Theory and Fundamentals
- ■ Use Cases
- ■ Software & Platform work
- ■ Brainstorming
- ■ Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€980 excluding VAT, including:
- • A 15-minute personalised interview to discuss expectations.
- • One day of training.
- • Documentation: Electronic support.
- • 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

[Request a quote](#)

In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,080 excluding VAT, including:
- • A 15-minute personalised interview to discuss expectations.
- • One day of training.
- • Documentation: Electronic support.
- • 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

[Request a quote](#)

GENERATIVE AI AND ITS TOOLS FOR THE PUBLIC SECTOR AND INSTITUTIONS
Challenges and opportunities of generative AI for modernising public institutions.

64

Beginner

Intermediate

1 Day

Generative AI is transforming **the public sector and institutions** by improving the efficiency of public services, automating the management of administrative requests and facilitating the creation of public policies based on data analysis. It enables more personalised citizen interaction, reduces operational costs and facilitates informed decision-making.

❑ OBJECTIVES

This training course, **"Generative AI and its Tools for the Public Sector and Institutions",** will enable you to:

- Understand the basics of generative AI and its application in public policy and institutional services.
- Learn how to use AI tools to improve the efficiency of administrative processes and public resource management.
- Optimise decision-making and strategic planning through the analysis of public data.
- Explore the use of AI to enhance transparency and communication with citizens.

❑ AUDIENCE

- Senior managers and decision-makers.
- Digital transformation managers.
- Senior civil servants.
- HR, communications, legal, and evaluation managers.
- Public servants wishing to integrate AI into their professional practices.

❑ PREREQUISITES

No prerequisites. Knowledge of the industry is an advantage.

❑ YOU WILL LEARN

Upon completion of this training, you will be able to:

- Master AI tools to automate public service management and improve administrative efficiency.
- Effectively use AI to analyse public data and improve decision-making in public policy.
- Fully understand the ethical and governance issues related to the use of AI in public institutions.

❑ PROGRAMME

Generative AI and its application in the public sector
- Key concepts of GAI and its impact on public services.
- Overview of AI tools used in public policy management, governance and citizen services.

Automation of administrative and service processes • Use of AI to automate the management of administrative requests, files and calls for tenders.
- AI tools to improve the efficiency of internal processes in public institutions.

Optimising citizen-administration relations
- Development of chatbots and virtual assistants to answer citizens' questions and manage their procedures
- Use of AI to personalise and automate communication with citizens according to their needs.

Analysis of public data for decision-making
- Application of generative AI to analyse large amounts of public data.
- Use of AI to predict future public policy and service needs.

Improving crisis management and response • AI tools for real-time data analysis and emergency management
- Predictive models to anticipate risks and optimise responses by public authorities and emergency services.

Ethical issues and regulation of AI in the public sector
- Management of the confidentiality and security of citizens' data and sensitive information.
- Transparency, fairness and inclusivity in decision-making

Use cases and workshop

❑ LEARNING PATH

AI IN THE PUBLIC SECTOR & INSTITUTIONS

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€980 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- One day of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,080 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- One day of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

PREDICONSULT ◆◆◆ TRAINING

65

GENERATIVE AI AND ITS TOOLS FOR TOURISM, HOSPITALITY AND LEISURE

Reinventing tourism, hospitality and leisure through generative AI to enhance personalisation and customer experience.

Beginner

Intermediate

1 day

Generative AI is transforming **tourism, hospitality and leisure** by automating the personalisation of travel recommendations, marketing content creation and booking management. It enables a more seamless and tailored customer experience, optimises services and predicts market trends.

❑ OBJECTIVES

This training course, "**Generative AI and its Tools for Tourism, Hospitality and Leisure**", will enable you to:

- Understand the basics of generative AI and its application in tourism, hospitality and leisure.
- Learn how to use AI tools to personalise the customer experience and improve the services offered.
- Optimise the management of bookings and offers through automation and AI.
- Explore the use of AI to analyse customer behaviour and anticipate their needs.
- Improve marketing strategy and customer loyalty with the help of AI.

❑ AUDIENCE

- Reception managers and holiday advisors.
- Hotel and tourist facility managers.
- Digital communication and marketing managers.
- Event and tourism activity managers.
- Executives and managers of organisations in the sector.

❑ PREREQUISITES

No prerequisites. Knowledge of the sector is an advantage.

❑ YOU WILL LEARN

By the end of this training course, you will be able to:

- Master AI tools to personalise tourism offers, customer experiences and recommendations.
- Effectively use AI to automate the management of bookings, customer requests and service optimisation.
- Fully understand the ethical issues related to the use of AI in the collection and management of customer data in this sector.

❑ PROGRAMME

GIA and its impact on the tourism and leisure industry
• Presentation of the fundamental concepts of generative AI applied to the tourism, hospitality and leisure sectors.
• Overview of AI tools used to improve customer experience and service management.
Personalisation of the customer experience in tourism
• Use of AI to create personalised recommendations based on customer preferences.
• Generation of tailor-made content, such as itineraries or special offers, for each customer
Automation of customer services and booking management
• Development of chatbots and virtual assistants to respond to customer requests, manage bookings, etc.
• AI tools for automating booking processes.
Rate optimisation and dynamic pricing management
• Use of AI to adjust prices in real time based on demand, market trends and seasonality.
• Predictive tools to estimate future demand
Operational efficiency and resource management
• Optimisation of hotel resources (rooms, equipment, staff) using predictive models.
• AI tools for intelligent inventory management, staff planning and improved on-site services.
Ethical issues and data protection in the sector
• Ensuring the confidentiality and security of customers' personal data, in compliance with regulations
• Managing bias in recommendation algorithms and the need for an ethical approach to guarantee services
Use cases and workshop

❑ LEARNING PATH

AI TOURISM & LEISURE

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€980 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- One day of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,080 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- One day of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

PREDICONSULT ◇◇◇ TRAINING

GENERATIVE AI AND ITS TOOLS FOR E-COMMERCE AND RETAIL

New approaches to sales and management through improved processes and customer experience with generative AI.

Beginner

Intermediate

1 Day

Generative AI is transforming **e-commerce, retail and mass distribution** by automating the creation of product descriptions, inventory management and the personalisation of online offers. It improves the customer experience by offering tailored recommendations and optimises the management of marketing campaigns.

❏ OBJECTIVES

This training course, "**Generative AI and its Tools for E-Commerce and Retail**", will enable you to:

- Understand the impact of generative AI on the sector.
- Optimise inventory and supply chain management.
- Personalise the customer experience.
- Automate the creation of marketing content.
- Analyse customer behaviour and market trends.

❏ AUDIENCE

- Retail, e-commerce and mass distribution managers.
- Marketing Directors and Logistics Managers.
- Data analysts and data scientists.
- E-commerce project managers.
- Individuals who work on and contribute to AI projects, and/or are involved in and participate in the development of AI applications.

❏ PREREQUISITES

No prerequisites. Knowledge of the industry is a plus.

❏ YOU WILL LEARN

Upon completion of this training, you will be able to:

- Master IAG tools to personalise the shopping experience and optimise product recommendations based on customer behaviour.
- Effectively use AI to automate inventory management, logistics and order processing in real time.
- Understand the ethical issues involved in using AI for customer data collection and customer relationship management.

❏ PROGRAMME

Generative AI in the e-commerce and retail sector
• Presentation of the basic concepts of generative AI and its impact on business models in e-commerce
• Overview of AI tools used to improve customer experience, optimise sales and personalise
Personalisation of the customer experience and recommendations
• Use of AI to analyse consumer behaviour and recommend suitable products.
• Generating personalised content,
Optimisation of marketing campaigns and inventory management
• AI tools for creating automated marketing campaigns and managing multi-channel communication.
• Application of AI to predict consumer trends and manage inventory in real time.
Improving customer service automation
• Development of chatbots and virtual assistants to answer customer questions and handle complaints.
• Automation of order management, payments, and product returns to improve operational efficiency.
Predictive sales analysis and price optimisation
• Use of AI to predict product demand and dynamically adjust prices based on purchasing behaviour and market trends.
• Tools to identify high-potential products and optimise promotions to increase sales and profitability.
Ethical issues and data management in e-commerce
• Ensuring customer data privacy and security
• Preventing algorithmic bias in recommendations
Use cases and workshop

❏ LEARNING PATH

AI RETAIL & E-COMMERCE

❏ **Quizzes after each chapter**
❏ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€980 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- One day of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,080 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- One day of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

PREDICONSULT ◈◈ TRAINING

67

GENERATIVE AI AND ITS TOOLS FOR LOGISTICS, TRANSPORT AND THE SUPPLY CHAIN
Generative AI to improve flows and reduce costs.

Beginner

Intermediate

1 Day

Generative AI is revolutionising **logistics, transport and the supply chain** by optimising route management, demand forecasting and distribution process automation. It enables stock requirements to be predicted, traceability to be improved and operational costs to be reduced.

❑ OBJECTIVES

This training course, "**Generative AI and its Tools for Logistics, Transport and the Supply Chain**", will enable you to:
- Understand the basics of generative AI and its application in these sectors.
- Learn how to use AI tools to optimise inventory management and delivery planning.
- Improve the efficiency of transport and distribution processes through automation and AI.
- Explore the use of AI to anticipate supply needs and optimise flows.

❑ AUDIENCE

- Supply chain and logistics managers.
- Project managers and digital transformation managers.
- Chief Information Officers (CIOs).
- Analysts and data scientists.
- Senior executives and operations managers.

❑ PREREQUISITES

No prerequisites. Knowledge of the sector is an advantage.

❑ YOU WILL LEARN

At the end of this training course, you will be able to:

- Master AI tools to optimise goods flow management and transport route planning.
- Effectively use AI to forecast demand, anticipate stock requirements and improve inventory management.
- Fully understand the ethical and security issues related to the use of AI in data management and product traceability.

❑ PROGRAMME

Introduction: Generative AI and how it works
- The technical foundations of generative AI
- How models work and how to optimise them

Generative AI and its applications
- Key Concepts of Generative AI
- Importance for Logistics and the Supply Chain

Route Optimisation and Transport Management
- Using AI for route planning
- Predicting Traffic Conditions

Demand Forecasting and Inventory Management
- Demand Modelling
- Inventory Management Optimisation

Improving delivery estimate accuracy
- Generation of more accurate delivery estimates
- Customisation of estimates for the customer

Supply chain optimisation and cost reduction
- Supply chain simulation and modelling.
- Reduction of operational costs

Automation of logistics processes
- Warehouse management automation
- Robotics and autonomous vehicles

Risk management and disruption anticipation
- Predictive models for risk management
- Real-time responses to crises

Ethics, governance and security of AI in the supply chain
- Algorithmic bias and its impact on decisions
- Securing sensitive data

Use case and workshop

❑ LEARNING PATH

AI LOGISTICS, TRANSPORT & SUPPLY CHAIN

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

- ■ Quiz
- ■ Theory and Fundamentals
- ■ Use Cases
- ■ Software & Platform work
- ■ Brainstorming
- ■ Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€980 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- One day of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,080 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- One day of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

Request a quote

PREDICONSULT ◇◇◇ TRAINING

AI AND LARGE LANGUAGE MODELS (LLMs)
Architectures, applications, implementation and deployment.

68

Beginner

Intermediate

2 days

Large Language Models (LLMs) are revolutionising natural language processing by enabling advanced text generation, comprehension and translation capabilities. Their power is transforming a variety of fields such as automation, customer service and content creation.

❑ OBJECTIVES

This training course, "**AI and Large Language Models**", will enable you to:
- Understand the fundamentals of LLMs and their architecture.
- Explore the applications of LLMs.
- Master LLM training and fine-tuning.
- Analyse the technical and ethical challenges of LLMs.
- Explore trends and advances in LLMs.
- Learn how to deploy and integrate LLMs into real-world applications.

❑ AUDIENCE

- Developers and IT technicians, data scientists.
- Data analysts, technical managers (in cybersecurity, IT, etc.).
- Cloud computing professionals.
- Engineers wishing to integrate AI into their careers and professions.

❑ PREREQUISITES

Basic knowledge of IT and Python would be an advantage.

❑ YOU WILL LEARN

By the end of this training course, you will be able to:

- Understand the fundamentals of LLMs and their architecture architecture.
- Explore LLM applications.
- Master the training and fine-tuning of LLMs.
- Deploy and integrate LLMs into real-world applications applications.

❑ PROGRAMME

Introduction to Large Language Models (LLMs)
- What is an LLM?
- Difference between traditional language models and LLMs:
- Presentation of popular models (GPT-3, GPT-4, BERT,

Architecture and Functioning of LLMs
- The underlying structure of LLMs
- Transformer architecture
- Training and optimisation of an LLM
- Fine-tuning and Model Adjustment

Applications of LLMs
- Text Generation and Machine Translation
- Text Analysis and Classification
- Chatbots and Virtual Assistants
- Automatic Search and Summarisation and Content Creation

Issues and Challenges of LLMs
- Bias in LLMs and Ethical Issues
- Energy Consumption and Efficiency of LLMs
- Understanding and Interpretability of LLMs

Tools and Practices
- Discussions on approaches to reducing bias in models through diverse datasets.

State of the Art and Future Trends in LLMs
- Next-generation models
- Autonomy and Agility of LLMs

Practice and Deployment of LLMs
- Training, fine-tuning, and RAG
- Evaluation and Monitoring of LLM Models in Production

Workshop and applications

❑ LEARNING PATH

AI AND LARGE LANGUAGE MODELS

❑ **Quizzes after each chapter**
❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Course

INTER-COMPANY

€1,780 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY
Request a quote

In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,880 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY
Request a quote

AWS CERTIFIED TRAINING IN ARTIFICIAL INTELLIGENCE
Accelerate your career with a top-level certification in AI!

69

Beginner

Intermediate

aws PARTNER

30 Hours

PREDICONSULT
Est partenaire de AWS
aws

aws certified
AI Practitioner
FOUNDATIONAL

The **AWS AI Partitioning Foundational** training course is designed to introduce the fundamental concepts of artificial intelligence (AI) using AWS services. It aims to offer a basic understanding of AI, machine learning (ML) and deep learning, while exploring the AWS tools and services that facilitate the creation and deployment of AI-based solutions. This training course leads to an AWS-recognised certification, attesting to your mastery of AWS tools and services in AI.

❑ OBJECTIVES

The preparation to "**AWS AI Practitioner Foundational**" training will enable you to:

- Understand the fundamental concepts of artificial intelligence (AI) and machine learning (ML).
- Explore AWS services dedicated to AI and ML.
- Learn how to prepare data for AI and ML.
- Understand the creation and deployment of simple ML models on AWS.
- Discover AWS's ready-to-use AI solutions for specific use cases.

❑ AUDIENCE

- IT developers and technicians, data scientists
- Data Analysts, Technical Managers (in cybersecurity, IT, etc.)
- Cloud computing professionals.
- Engineers wishing to integrate AI into their careers and professions.

❑ PREREQUISITES

Basic knowledge of IT and Python would be an advantage.

❑ YOU WILL LEARN

Upon completion of this "**AWS AI Partitioner Foundational**" course, you will be able to:

- Gain a thorough understanding of the most common AI models and their strengths and limitations.
- Understand the roles and positions of the various stakeholders.
- Work on and contribute to AI projects.
- Implement the approach within your organisation.
- Be prepared to take the AWS certification exam.

❑ PROGRAMME

As the AWS exam is in English, the training will be conducted in both French and English.

- Introduction to AI and Machine and Deep Learning

- Understand the fundamental concepts of AI, ML, Deep Learning and Gen AI

- AWS Services for AI and Machine Learning

- Data Preparation and Management for AI

- Building and Training Machine Learning Models

- Using Pre-built AI Solutions

- Deploying and Managing ML Models on AWS

- Deploying and Managing DL Models on AWS

- Deploying and Managing Gen AI Models on AWS

- Cost Management, Governance and Security for AI Projects

- Use Case Examples and Practical Scenarios

- Preparation for the AWS Certification Exam

❑ LEARNING PATH

ARTIFICIAL INTELLIGENCE AWS CERTIFICATION

❑ Quizzes after each chapter
❑ Test at the end of the training
❑ AWS Certification

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Courses Only
INTER AND INTRA-COMPANY

€2,980 excluding VAT, including:

- A 15-minute personalised interview to discuss your expectations.
- 30 hours of training.
- Documentation: Electronic support.
- 30-minute personalised post-training interview training, before the certification exam.

- The AWS exam registration fee (€100 - €120) is not included.

- **For more information:** Request a quote

AWS CERTIFIED TRAINING IN CLOUD COMPUTING

Accelerate your career with a top-level cloud certification!

70

Beginner

Intermediate

aws PARTNER

30 hours

PREDICONSULT
Est partenaire de AWS
aws

The **AWS Cloud Partitioning Foundational** training course aims to offer an in-depth understanding of Amazon Web Services (AWS) cloud computing services, their practical applications and how they are used to create scalable, secure and efficient solutions in the cloud. This training course leads to an AWS-recognised certification, attesting to your mastery of AWS tools and services in cloud computing.

❏ OBJECTIVES

This "**AWS Cloud Practitioner Foundational"** training course will enable you to:

- Understand cloud concepts and how the cloud works.
- Become familiar with the main AWS services.
- Understand the fundamentals of security in AWS.
- Master AWS cost and billing management.
- Learn about cloud application architecture in AWS.
- Explore AWS use cases in various industries.
- Introduction to implementing AWS solutions.
- Introduction and preparation for **AWS Certified Cloud Partitioning** Certification**.**

❏ AUDIENCE

- Developers and IT technicians, data scientists.
- Data analysts, technical managers (in cybersecurity, IT, etc.).
- Cloud computing professionals.
- Engineers wishing to integrate AI into their careers and professions.

❏ PREREQUISITES

Basic knowledge of IT and Python would be an advantage.

❏ YOU WILL LEARN

Upon completion of this "**AWS Cloud Partitioning Foundational**" course, you will be able to:

- Understand the basics and how the cloud works.
- Understand the fundamentals of security in AWS.
- Learn about cloud application architecture in AWS.
- Be ready to take the AWS certification exam.

❏ PROGRAMME

As the AWS exam is in English, the training will be conducted in both French and English.

- Introduction to Cloud Computing
- Overview of AWS Cloud Services
- AWS Global Infrastructure
- Cloud Security and Compliance
- Billing and Pricing in AWS
- Cloud Computing Use Cases and Business Value
- Introduction to AWS Support Plans
- Sustainability, Security and Governance and AWS
- Preparation for the AWS Certification Exam

❏ LEARNING PATH

❏ Quizzes after each chapter
❏ Test at the end of the training
❏ AWS Certification

CLOUD COMPUTING AWS CERTIFICATION

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Courses Only
INTER AND INTRA-COMPANY

€2,980 excluding VAT, including:

- A 15-minute personalised interview to discuss your expectations.
- 30 hours of training.
- Documentation: Electronic support.
- 30-minute personalised post-training interview training, before the certification exam.

- The AWS exam registration fee (€100 - €120) is not included.

- **For more information:** Request a quote

AWS CERTIFICATION TRAINING IN MACHINE LEARNING

Accelerate your career with a top-level certification in Machine Learning!

71

Beginner

Intermediate

aws PARTNER

30 hours

PREDICONSULT
Est partenaire de AWS
aws

aws certified
Machine Learning
SPECIALTY

The **AWS Machine Learning Specialty** certification validates expertise in designing, training, tuning, and deploying machine learning models on AWS. The training is designed to offer participants with the skills and knowledge necessary to develop, deploy, and manage machine learning (ML) models at scale using AWS services. This training leads to an AWS-recognised certification, attesting to your mastery of AWS tools and services in ML.

❑ OBJECTIVES

This "**AWS Machine Learning Specialty**" training will enable you to:
- Acquire expertise in machine learning with AWS.
- Master AWS services for machine learning.
- Prepare data for machine learning.
- Develop machine learning models in the cloud.
- Deploy and manage machine learning models.
- Optimise the cost and performance of ML solutions.
- Manage the security of machine learning solutions.
- Prepare for the AWS certification exam.

❑ AUDIENCE

AWS Certified Machine Learning – Specialty is intended for individuals in development or data science roles who have more than one year of experience developing, architecting, or running machine learning/deep learning workloads in the AWS cloud.

❑ PREREQUISITES

Previous experience in ML and AI and programming skills (Python) are highly recommended.

❑ YOU WILL LEARN

Upon completion of this "**AWS Certified Machine Learning**" course, you will be able to:

- Understand the basics and how ML works.
- Acquire expertise in Machine Learning with AWS.
- Master AWS services for Machine Learning.
- Deploy and manage machine learning models.
- Be ready to take the AWS certification exam.

❑ PROGRAMME

As the AWS exam is in English, the training will be conducted in both French and English.

- Data Engineering for Machine Learning
- Exploratory Data Analysis (EDA) and Feature Engineering
- Modelling and Algorithm Selection
- Training and Tuning ML Models
- Deployment and Operationalisation of ML Models
- Machine Learning Security
- Model Evaluation and Interpretation
- Cost and Performance Optimisation
- Case Studies and Real-World Applications
- Best Practices for Building and Deploying ML Systems
- Preparation for the AWS Certification Exam

❑ LEARNING PATH

MACHINE LEARNING AWS CERTIFICATION

❑ Quizzes after each chapter
❑ Test at the end of the training
❑ AWS Certification

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES

Date on request

Online Training Courses Only
INTER AND INTRA-COMPANY

€2,980 excluding VAT, including:

- A 15-minute personalised interview to discuss your expectations.
- 30 hours of training.
- Documentation: Electronic support.
- 30-minute personalised post-training interview training, before the certification exam.

- The AWS exam registration fee (€100 - €120) is not included.

- **For more information:** Request a quote

DEVOPS: FROM CONTINUOUS INTEGRATION TO DEPLOYMENT AUTOMATION

Learn the basics of DevOps, from development to deployment.

72

Beginner

Intermediate

2 days

DevOps is essential for optimising collaboration between development and operations teams, promoting faster development cycles and smoother production deployment. It automates testing, deployment and infrastructure management processes, reducing errors and improving application quality.

❑ OBJECTIVES

This "**DevOps**" training course will enable you to:

- Master the principles and practices of DevOps.
- Acquire skills in process automation.
- Optimise environment and infrastructure management.
- Implement monitoring and continuous improvement.

❑ AUDIENCE

- Developers who want to understand DevOps practices.
- Systems engineers and network administrators.
- IT managers and software development project managers.
- Testing and software quality teams.
- Anyone involved in deployment and infrastructure automation.

❑ PREREQUISITES

Basic knowledge of software development, command line tools, networks and databases.

❑ YOU WILL LEARN

By the end of this training course, you will be able to:

- Understand the fundamental principles of DevOps and its role in the software lifecycle.
- Use continuous integration (CI) and continuous deployment (CD) tools.
- Automate deployment, testing, and infrastructure management tasks.
- Master the use of Infrastructure as Code and monitor and manage production systems to ensure their stability and performance.

❑ PROGRAMME

Introduction to DevOps and its key concepts
- Definition and objectives
- DevOps application lifecycle

Version control with Git
- Understanding Git and GitHub
- Basic principles and collaboration with Git

Continuous Integration and Continuous Deployment
- CI/CD concepts and tools
- Setting up a simple pipeline

Infrastructure automation with Infrastructure as Code (IaC)
- Concept of IaC IaC tools
- Practical examples

Performance monitoring and management
- Monitoring production systems
- Monitoring tools and log and alert analysis

Security in a DevOps environment
- Security by design
- DevOps security tools and security best practices

Exercises and case studies

❑ LEARNING PATH

DEVOPS

- ❑ **Quizzes after each chapter**
- ❑ **Test at the end of the training**

- Quiz
- Theory and Fundamentals
- Use Cases
- Software & Platform work
- Brainstorming
- Training Evaluation

PROGRAMME & REGISTRATION FEES   Date on request

Online Training Course

INTER-COMPANY

€1,780 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

[Request a quote](#)

In-Person Training Course

INTER-COMPANY (PARIS, LYON, TOULOUSE)

€1,880 excluding VAT, including:
- A 15-minute personalised interview to discuss expectations.
- Two days of training.
- Documentation: Electronic support.
- 15-minute personalised post-training interview.

For groups of at least 5 participants.

INTRA-COMPANY

[Request a quote](#)

PREDICONSULT ◈ TRAINING

1- Face-to-face and Distance Training

Distance Training COURSES..

• A 1- to 4-day course depending on the training chosen.
• Two formats: in-house and inter-company.
• A 6- to 7-hour day, structured around an interactive programme including several forms of learning.
• Distance Training courses in small groups of up to 10 participants to ensure smooth exchanges and interactions.
• Use of a professional and secure communication tool.

IN-PERSON TRAINING COURSES

• A 1- to 4-day course depending on the training chosen.
• Two formats: in-house and inter-company.
• A 7-hour day, structured around an interactive programme including several forms of learning, with the use of professional software for exercises depending on the course.
• Training courses in small groups of up to 10 participants.
• Training offered in friendly, well-equipped venues and spaces in central Paris and other cities.

data-analysis
it-programming forecaspro
algorithms machine-learning
forecasting-verticals internet-things
deep-learning forecasting
strategic-plan
cybersecurity process
new-services
blockchain data-science
iot decision-making devops
programming data-analytics sop
industry4.o
supply-chain data-culture
business
power-bi sales-operation-planning
artificial-intelligence
data-visualisation cloud-computing
new-products

2- Short, targeted training courses for specific needs

Do you have a busy schedule and don't have time to attend a training course lasting several days? Do you need to quickly brush up on a particular topic?

Our **"Flash" training courses** can help you acquire knowledge or develop specific skills in a fast, targeted and concise manner. For example, you can take a "Flash" course in Power BI or Data Visualisation.

Or perhaps you want to learn or update your knowledge on how your company can protect itself from cyber threats. Or discover how you can develop your company's commercial and operational plan!

Lasting **3 to 4 hours**, our **"Flash" training courses** are a summary of the regular 1- or 2-day training course. They enable you to acquire the practical knowledge and skills that are essential to your business.
Flash training courses are ideal for preparing for a seminar or project, for example.

In summary: These "Flash" training courses

• Offer a summary of the regular 1- or 2-day training course;
• Are led by the same expert trainers who lead the regular training courses;
• Are discussed and validated by the learner and the trainer;
• Can be adapted if the learner wishes to focus in more detail on part of the regular training content;
• Are available remotely or in person (at your premises if you wish);
• Are designed for individuals or small groups of attendees;
• The single price per training course is €400 excluding VAT (3 hours) or €500 excluding VAT (4 hours) for up to 3 people.

THE "FULL CUSTOMISED"

• Would you like to offer your employees unique, personalised, specific and high-quality training?

• Would you like this training to take into account your market environment, your corporate culture and identity, and other aspects specific to your business?

• We support you from start to finish to meet your needs and expectations by offering tailor-made training courses that are flexible and adaptable in terms of content and organisation.

Let's work together to build your tailor-made training programme!

To Succeed …

Working with you to identify and analyse your needs and expectations

Gain a thorough understanding of your activities, your company and its environment:
• Which sector(s) are concerned by the tailor-made training you are looking for?
• What issues need to be resolved?
• What are your expectations and those of your employees?
• What skills and expertise do you wish to achieve?
• Within what timeframe and under what conditions?

Listen to, engage and involve the relevant stakeholders

• Listen to, involve and engage the relevant entities within your company: HR, Training, Business Lines, Divisions and Departments, Business Units, Internal Communities, etc.
• Discuss feedback from past training courses within your company.

Work together to build a tailor-made training programme

• On what basis can we co-create and move forward together?
• Identify and implement the steps for joint preparation work.
• Would you like to make a specific contribution to this training programme?

Set up post-training evaluation methods.

• Conduct a debriefing at the end of each training session.
• Review and ensure that the objectives and expectations expressed have been met.
• Make recommendations and propose concrete actions.
• Implement corrective actions if necessary.

… We Offer

We build a relationship of trust

• A relationship of trust cannot be imposed! We build and establish it together to work on your tailor-made training project.
• Through joint scoping meetings with the relevant stakeholders within your company, we analyse and challenge your needs and ensure that they meet your expectations.
""
We offer you an action plan with commitments

Through the main areas of tailor-made training:
• We offer you an innovative, unique and specific solution
• It is modular to best suit your needs, with possible and flexible options.
• We can integrate internal input specific to your company into the training.
• We are contractually committed to deadlines, implementation conditions and objectives to be achieved.
• We offer expert, professional and recognised trainers with ongoing experience and publications.
"
We deliver the training, you evaluate it

• At the end of each day of training, we offer a summary of what has been learned, an analysis of how the day went and, if necessary, any specific points that could be revisited the following day, for example.
• A review is conducted at the end of the session with an assessment and analysis of the achievement of objectives.
• Definition of corrective actions if necessary.
• Follow-up with all participants to ensure that the training has achieved its objective in the performance of their daily duties.

Contact us to work together on designing your tailor-made training programme!

Information

For each training course, we offer clear information on our website and in this Training Catalogue. For further information, please do not hesitate to contact us at: information@prediconsult.com

The assessment interview regarding your expectations before the start of the training course

At least 15 days before the start of the training course, and once your registration has been confirmed, you will receive a questionnaire to let us know your expectations. If necessary, a 15-minute interview will follow no later than one week before the start of the training course to discuss them in more detail.

The Welcome Booklet

Once your registration has been confirmed, you will receive a Welcome Booklet by email containing information about the training course you are going to attend: location, timetable, programme and schedule.

Learning objectives and programme

For each training course, you will find a sheet on our website http://prediconsult.com indicating the specific objectives and programme. This sheet can also be sent to you by email or post upon request. We will ensure that the objectives and programme correspond to your expectations as expressed in the questionnaire and, if necessary, during the additional interview.

Documentation

Electronic documentation of the course content, case studies and exercises will be offered at the start of the training course.

The teaching approach

Our teaching approach is based on at least three pillars: a theoretical approach, examples and case studies, and applications, particularly using dedicated software where possible. You will be able to use your own data during these computer-based exercises.

Assessment of your learning

Throughout the training course, you will be given quizzes via a Google app. In addition, at the end of your training session, you will be asked to complete a satisfaction questionnaire. A session of at least 30 minutes (depending on the number of participants) will be devoted to analysing and discussing all the assessments.

Finally, at the end of the course, you will be given a training certificate in person or sent by post if necessary.

Follow-up after your training course

About two weeks after the end of your training, we will offer you a 30-minute interview by telephone or any other means of communication (Skype, MS Teams, etc.) to analyse together how the training you have completed helps you in your daily work. Our trainer will offer advice and answer your questions.

Our trainers

We rely on a network of partners and our own experts to offer you with high-quality training courses that meet your professional needs and are innovative in their content and approach. All our experts come from the business world and leading engineering and business schools. They invest significant resources to remain at the top of their fields of expertise. A CV will be sent to you before your registration is confirmed. More information here.

WELCOMING PEOPLE WITH DISABILITIES

All In-Person Training courses offered by **PREDICONSULT FORMATION** are held in venues and premises that are fully equipped to accommodate people with disabilities.

In addition, **AGEFIPH** offers assistance and support for the training of people with disabilities.

AGEFIPH's mission is to help people with disabilities in their professional lives and to support companies in their efforts to recruit and retain people with disabilities.
Who can benefit from Agefiph's services and financial assistance?

Persons with disabilities who are beneficiaries of Article L 5212-13 of the Labour Code, i.e.: Workers recognised as disabled by the Commission for the Rights and Autonomy of Persons with Disabilities (CDAPH).

What assistance does Agefiph provide?

•Assistance with induction, integration and professional development;
•Assistance with adapting to work situations;
•Assistance with hiring under apprenticeship contracts;
•And finally, assistance with hiring under professional training contracts.

How does Agefiph work with companies?
In order to help companies recruit, retain and develop their disabled employees, Agefiph provides them with financial assistance and services designed in particular to compensate for disability in the workplace or to cover the additional costs generated by the consequences of disability.

Address: 192 Av. Aristide Briand, 92226 Bagneux
Telephone: 0 800 11 10 09
https://www.agefiph.fr/

THE LEVELS OF DIFFICULTY OF OUR TRAINING COURSES

Beginner

Target audience: No prerequisites, people new to the subject.
Objectives: Discover the basics, terminology and fundamental concepts.

Intermediate

Target audience: Basic knowledge acquired, initial practical experience.
Objectives: Deepen understanding of the concepts, learn how to apply them in real-life situations.

Advanced

Target audience: Good command of fundamentals and tools.
Objectives: Manage complex cases, master tools in depth, solve specific problems.

Visit our website

See:

Our General Terms and Conditions of Sale (GTC)
Our Internal Training Regulations

Contact us
information@prediconsult.com
+33 1 30 37 26 91

PREDICONSULT TRAINING

Date on Request .

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