

# **Using ChatGPT and Microsoft Copilot for communications**

Outline and agenda

Half-day (3-hour) session:

Virtual delivery

[training@fasttrackimpact.com](mailto:training@fasttrackimpact.com)

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Delivered from 2025 by the Institute for Methods Innovation,  
a registered non-profit organisation.

## Course description

This workshop provides a comprehensive introduction to ChatGPT and Microsoft Copilot, focusing on their applications in communication and content creation. Whether you're a science communicator, marketer, content creator, or social media professional, this session will equip you with skills to use these AI tools effectively and responsibly.

This workshop demonstrates how ChatGPT and Microsoft Copilot can enhance your communication efforts by covering capabilities such as custom instructions, prompt engineering, and image generation.

### Key benefits:

- Gain a clear understanding of ChatGPT and Microsoft Copilot's capabilities and practical applications for communication and content creation.
- Learn how to use ChatGPT and Microsoft Copilot responsibly, ensuring ethical and thoughtful applications in your workflows.
- Develop skills in custom instructions and prompt engineering to optimise ChatGPT and Microsoft Copilot's outputs for your specific needs.
- Explore the creation of custom GPTs, folders, and Copilots and how to tailor them to suit your projects.
- Understand how to use ChatGPT and Microsoft Copilot for image generation to enhance visual communication.
- Participate in a practical activity where you can apply your knowledge and receive feedback, solidifying your understanding of using these AI tools for effective communication.
- Participate in a Q&A session to address your specific challenges and gain tailored advice.
- Receive additional resources and references to further explore and deepen your understanding of Large Language Models (LLMs) and their applications in communication.

At the end of the workshop:

- Receive slides and links to useful resources you can borrow and adapt for your work
- Daniela Martin and Dr Andrew George continue to answer all questions from participants via email after the course, guaranteeing a response to all questions within one week.

# Indicative agenda

*Start: 09:30 am (20-minute break included)*

## Part 1: Large Language Models overview

- Understanding ChatGPT and Microsoft Copilot
- Using ChatGPT and Microsoft Copilot for communications
- How to use ChatGPT and Microsoft Copilot responsibly

## Part 2: Groundwork for using ChatGPT effectively

- Custom instructions
- Prompt engineering
- Custom GPTs and Copilots
- Image generation
- Q&A session/discussion

*Close: 12:30 pm*

## About Fast Track Impact

[Fast Track Impact](#) is an international training platform, delivered by the [Institute for Methods Innovation](#), a non-profit organisation. Its mission is to change the way busy researchers generate and share knowledge so that their ideas can change the world and they can get their thinking time back.

Fast Track Impact runs training for researchers from every discipline, from PhD students to Professors, from departmental away days to cross-institution training days. It has trained 15,000+ researchers from more than 200 institutions in 55 countries.

## About the trainers



### Daniela Martin

Daniela Martin is a science communicator with more than 15 years of experience in project management, media production, teaching, and research. She has been a consultant in strategic communication, and social and cultural management for governments, universities, and international organisations such as UNESCO, UN-Habitat, Agence Nationale de la Recherche (ANR), ITESO and the Government of the State of Jalisco, Mexico.

Daniela is the Director of Communications at the Institute for Methods Innovation, where she leads communication planning efforts and manages the company's social media and online presence. Since joining IMI, she has contributed to over a dozen research projects, including several large EU projects funded by the European Commission. She is also a Research and Communications Associate at the Institute for Science and Innovation Communication, where she is involved in the EU-funded project AURORA.

Over the past few years, Daniela has worked as a university professor in Mexico (ITESO) and Germany (Rhine-Waal University of Applied Sciences), teaching subjects related to science communication, cultural management, citizen science, and media production. She also has extensive experience in communication and media production, having worked with international production companies such as Disney and LucasFilm Ltd.



### Dr Andrew George

Dr George is responsible for creating and implementing civic science projects. These initiatives focus on understanding methods that utilize community strengths and resources, ensuring that research is conducted collaboratively with communities rather than being imposed on them. Dr George's work emphasises partnership and active involvement of community members in the research process.

Andrew leads a project funded by the Dana Foundation. The project aims to explore innovative methods that can be consistently replicated and expanded to aid community-led initiatives in addressing issues where neuroscience and societal concerns intersect. Essentially, the project seeks to develop practical strategies that communities can use to solve problems related to both brain science and social issues.

## What people are saying about this course

*"This workshop allowed me to gain new knowledge and ideas that I can apply to my work straight away."*

*"This is a great workshop. I was generally hesitant to use AI tools, but this workshop helped me realise that AI can be a useful tool in my professional life."*

*"I thought the workshop was brilliant - thank you both. I work in a University Communications department and all the content was applicable to my role. I loved it and recommended your workshop to my colleagues."*

*"I found it really useful to know how to tweak ChatGPT to fit my personal and professional needs (level of formality, which words to use/to avoid when generating results, etc.)."*

*"I now have more confidence in using ChatGPT. It was important to learn that we need to interrogate ChatGPT further beyond its initial answer."*

*"I now have a much better understanding of how to interact with ChatGPT and more confidence to try. The worked examples helped to cement what we had been told."*

*"The walk-throughs of the back end for changing ChatGPT settings were really useful. I am more confident about trying out ChatGPT."*

*"This workshop provided insights on how to use AI better, in very easy ways, and how I can use it for communications."*

*"Attending the workshop helped me gain insights into engaging language and enhanced my skills in leveraging AI tools for accessible communication."*

*"I have a new appreciation for the capabilities of ChatGPT. The documents shared with the practical examples that we were able to play with and implement on the spot were really helpful."*

*"I wasn't aware of many features of ChatGPT, now with the new found knowledge, I can use ChatGPT in a better way."*