Prompt Engineering Training

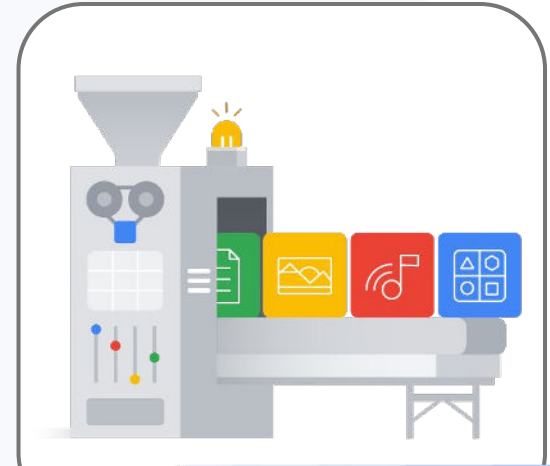# By show of hands…

1 Who knows what an LLM is?

2 Who has used a GenAI chatbot?

What is Generative AI

→ Generative AI is a type of Artificial Intelligence that creates new content based on what it has learned from existing content.

→ The process of learning from existing content is called training, which results in the creation of a statistical model.

→ When given a prompt, GenAI uses this statistical model to predict what an expected response might be.

Gemini 101

What's Gemini?

Gemini (formerly Bard) is a conversational AI tool that lets you collaborate with generative AI. It's grounded in Google's understanding of quality information.

What powers Gemini?

Gemini is powered by a large language model. LLMs are generative AI models that can predict words that are likely to come next, based on the user's prompt.

give me ideas on how to introduce my daughter to fly fishing

Here are some ideas on how to introduce your daughter to fly fishing:

1. **Start with the basics.** Before you even head out to the water, take some time to teach your daughter the basics of fly fishing. This includes things like how to hold the rod, how to cast, and what different flies are used for. You can find plenty of resources online or in books to help you with this.

2. **Make it fun.** Fly fishing can be a challenging sport, so it's important to make it fun for your daughter. This means keeping the lessons short and sweet, and focusing on the positive aspects of the activity. For example, you could talk about how fly fishing can be a great way to spend time outdoors, learn about nature, and challenge yourself.

3. **Be patient.** It may take some time for your daughter to master the basics of fly fishing. Be patient and encouraging, and don't get discouraged if she doesn't catch a fish right away. Just keep practicing and having fun, and eventually she'll get the hang of it.

4. **Make it a family affair.** If you have other children, or if you know other families that fly fish, invite them to join you on your outings. This will make it more fun for everyone, and it will also give your daughter a chance to learn from other kids her age.

5. **Find a good location.** When you're first starting out, it's a good idea to find a location that's easy to fish and that has plenty of fish. This will help your daughter get a feel for the sport without getting too frustrated.

Prompt Engineering 101

The way you ask Gemini really makes a big difference in the quality of the responses. So we wanted to share some lessons that helped us improve prompt writing.

The anatomy of a great prompt:

[Give a role] [Define the goal]
[Specify audience] [Set Restrictions /Style] [Format the result]

It's not necessary to always employ every one of these practices but make sure you are adopting the necessary ones where relevant

From good to great prompts

☺ INSTEAD OF THIS

What is prompt engineering?

☺ TRY THIS

Explain prompt engineering to a 5th grader. Answer in bullet points that are 1 to 3 sentences. Use cookie Monster as the illustrative example.

☺ INSTEAD OF THIS

Help me incorporate more high-protein vegan options in my diet

☺ TRY THIS

You're a nutritionist. Show me a high protein vegan weekly meal plan with recipes that can be prepared in under 20 minutes. Put it in a chart by meal and day of the week.

From theory to practice

What can Gemini help you with? Below are examples of Gemini use cases.

1
Anticipate & prepare for scenarios:

• Prepping for an upcoming interview
• Understanding and anticipating the other side of an issue
• Pressure testing your writing

2
Brainstorm & build on your ideas:

• Thinking through how to effectively message population subsets
• Brainstorming ideas for a targeted social media campaign

3
Summarize & tailor information:

• Comparing global/national bills
• Identifying trends
• Translating official statements/documents

4
Generate content:

• Generating a first draft of a bill/ headline/ speech/ press release/ (x) tweet
• Getting help drafting responses to constituent letters
• Mapping stakeholders

Prep for media engagements using Gemini

The Prompt:

You are the Director General of an EU-based trade association. Provide a list of difficult questions in bullet points that you would anticipate from a Politico journalist in an interview on the DSA.

The anatomy of a great prompt:

```
[Give a role] [Define the goal]
[Specify audience] [Set Restrictions/Style]
[Format the result]
```

Understand and anticipate the other side of an issue

The Prompt:

You are an MEP in a debate on the EU AI Act, give me the three best liberal and three best conservative arguments on the four levels of risk for AI systems.

The anatomy of a great prompt:

```
[Give a role] [Define the goal]
[Specify audience] [Set Restrictions/Style]
[Format the result]
```

Get help thinking through how to effectively message specific subsets of the population

The Prompt:

You are a Communications Officer at the European Parliament. What is the most compelling way explain to young people the importance of civic engagement?

The anatomy of a great prompt:

```
[Give a role] [Define the goal]
[Specify audience] [Set Restrictions/Style]
[Format the result]
```

Brainstorm campaign tactic ideas to increase visibility amongst a particular audience

The Prompt:

You are a Member of the Belgian Parliament. Provide me with a list of 5 specific campaign ideas to increase your visibility among young people in Brussels.

The anatomy of a great prompt:

```
[Give a role] [Define the goal]
[Specify audience] [Set Restrictions/Style]
[Format the result]
```

Compare global and/or national laws

The Prompt:

Compare GDPR with China's Data protection law. Put it in a table.

The anatomy of a great prompt:

```
[Give a role] [Define the goal]
[Specify audience] [Set Restrictions/Style]
[Format the result]
```

Identify trends

The Prompt:

What were some of the high-level themes the 2024 Maastricht Debate touched on. Put it in a table.

The anatomy of a great prompt:

```
[Give a role] [Define the goal]
[Specify audience] [Set Restrictions/Style]
[Format the result]
```

Translating official statements/documents

The Prompt:

Translate the following document into German, French, Italian, and Spanish [copy paste/attach document].

The anatomy of a great prompt:

```
[Give a role] [Define the goal]
[Specify audience] [Set Restrictions/Style]
[Format the result]
```

Summarize legislative text

The Prompt:

Summarize the EU AI Act in 500 words [copy paste text/attach document].

The anatomy of a great prompt:

```
[Give a role] [Define the goal]
[Specify audience] [Set Restrictions/Style]
[Format the result]
```

Develop a catchy headline for a press release

The Prompt:

Suggest 5 headline-grabbing titles
for the following press release:
[copy of press release].

The anatomy of a great prompt:

```
[Give a role] [Define the goal]
[Specify audience] [Set Restrictions/Style]
[Format the result]
```

Draft a social media post that expresses a position on a certain issue

The Prompt:

You are the communications officer of a MEP who is a strong advocate for digital education. Draft 5 posts that the MEP could post on their account which express their support for the latest partnership the government of his country has established with UNICEF on early childhood digital education.

The anatomy of a great prompt:

```
[Give a role] [Define the goal]
[Specify audience] [Set Restrictions/Style]
[Format the result]
```

Get a head start drafting a response to citizens

The Prompt:

You work for the European Ombudsman. Draft a response to the following letter and reassure the sender that their European Ombudsman is working towards a solution to the issue.

The anatomy of a great prompt:

```
[Give a role] [Define the goal]
[Specify audience] [Set Restrictions/Style]
[Format the result]
```

Map stakeholders

The Prompt:

Give me the top 5 journalists writing about Artificial Intelligence in Brussels. Only consider top tier publications.

The anatomy of a great prompt:

```
[Give a role] [Define the goal]
[Specify audience] [Set Restrictions/Style]
[Format the result]
```

Your turn!

Use the examples we just walked through as a source of inspiration and start writing your own prompts!

Remember the anatomy of great prompts:

```
[Give a role] [Define the goal]
[Specify audience] [Set Restrictions/Style]
[Format the result]
```

Queries for Gemini & Search

Queries for day-to-day use for Gemini

*Plan logistics on the campaign trail with **Gemini***
"Write me a road trip itinerary for Tuscany with a stop in Florence. Please include options for ice cream shops along the way"

*Thank you email to donors with **Gemini***
"Help me write a thank you note to guests of my event for their continued support."

*Connect with constituents with help from **Gemini***
"Help me come up with a few creative ways to engage young people in my community?"

*Stay current on social media with ideas from **Gemini***
"Create some video ideas based off popular trends on YouTube"

*Write a strong speech with **Gemini***
"I'm giving a speech at a European Liberal Forum event on 'Harnessing AI in Politics', can you generate some talking points?"

Better for Search and authoritative sources:

Election-related prompts seeking information and facts
"What is a Spitzenkandidat?"
"Where can I vote?"

Election-related prompts seeking specific political opinions
"Why should I vote for X"
"Write an email about why my friends should vote for Y"

Election results queries
"Tell me the results of the 2024 EU elections."

Summarizing a candidate/a political party's stance on an issue
"What do liberals think about immigration?"
"Who is Renew Europe's Spitzenkandidat?"