



Empowering Media Minds, Shaping the Future

Presents

**Advanced Prompt Engineering:
Strategies, Frameworks and Cross-Domain Applications**

Online Executive Masterclass with Hands-On Practice

March 27–29, 2026

EXECUTIVE OVERVIEW

Great AI outcomes begin with great prompts—not merely powerful models. Prompt engineering is the strategic discipline of designing precise, context-rich instructions infused with domain expertise to unlock maximum accuracy, creativity, depth, and reliability from Generative AI and Large Language Models.

This programme is designed for experienced AI users ready to move decisively beyond basic prompting. It delivers a practical, hands-on toolkit of advanced reasoning frameworks, prompt diagnostics, domain-specific strategies, and real-world applications.

Participants will design, test, and refine high-impact prompts across professional scenarios, understand exactly why prompts succeed or fail, and leave with a personalized, production-ready prompt library for immediate and measurable impact.

WHO SHOULD ATTEND

- **Senior Leaders & Executives:** C-suite, AI/digital transformation heads, strategy leaders, and board advisors
- **Functional & Domain Specialists:** Product, data & analytics, operations, legal, risk, finance, HR, healthcare teams
- **Media & Content Professionals:** Journalists, editors, writers, marketers, creators, and communications specialists using AI
- **Academia & Research:** Faculty, researchers, curriculum designers, and publishing professionals

WORKSHOP OUTLINE

- Foundations of Advanced Prompting: Principles, Failure Modes & Prompt Anatomy Framework
- Reasoning Architectures: Chain-of-Thought, Tree-of-Thought & Decomposition Strategies
- Role, Persona & System Prompting: Structuring the AI's Identity and Constraints
- Domain Deep-Dive I: Healthcare, Legal & Financial Services
- Domain Deep-Dive II: Education, Research & Academic Publishing
- Domain Deep-Dive III: Technology, Product & Data Science
- Meta-Prompting, Prompt Chaining & Agentic Workflows
- Capstone: Cross-Domain Prompt Challenge & Personal Prompt Library Build

ABOUT THE FACILITATOR



Dr. Loveleen Gaur

Dr. Loveleen Gaur brings a rare combination of deep technical expertise in Artificial Intelligence and Generative AI, two decades of senior academic leadership, and extensive hands-on experience working with industry on responsible AI adoption. Her research and editorial work sit precisely at the intersection of advanced AI systems and the human decision-making contexts in which they are deployed.

She is Co-Editor-in-Chief of *Communications in Statistics: Case Studies, Data Analysis and Applications* (Taylor & Francis), and holds concurrent positions as Research Professor at Alliance University (India), Adjunct Professor at the University of the South Pacific (Fiji), Visiting Faculty at Symbiosis International (Deemed University) and IMT Ghaziabad, and DBA Mentor at Rushford Business School, Switzerland.

Dr. Gaur is a Senior Member of IEEE and has been recognised in the Elsevier-Stanford World's Top 2% Scientists list in both 2024 and 2025. Her publications with Elsevier, Springer, Taylor & Francis, Wiley, and IGI Global are extensively indexed in Scopus and Web of Science.

Her facilitation approach combines conceptual rigour with practitioner immediacy – participants leave with frameworks they understand and tools they can use, not just slides they will forget.

“The model doesn't define your results; your prompt does. While Generative AI and Large Language Models are now essential infrastructure, their performance hinges entirely on the quality of the input. Prompt engineering –the disciplined craft of delivering precise, domain-infused instructions–is the true arbiter of accuracy, creativity, and reliability.”

~ Dr. Loveleen Gaur

LANGUAGE & DURATION

Live online sessions

- **Dates:** March 27–29, 2026
- **Language:** Bilingual (English & Hindi)
- **Timings:** 7:00 PM – 9:00 PM (IST)

COURSE FEE

Standard Fee: ₹1,800/-

PAYMENT DETAILS

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ABOUT NEWSWRITERS.IN

Newswriters.in is a professional learning and training platform led by media academicians and industry experts, dedicated to strengthening skills in journalism, communication, advertising, public relations, and digital media. Focused on bridging the gap between academic learning and real newsroom practice, it offers hands-on, industry-oriented workshops and certificate courses that build practical competencies and future-ready media skills.

The platform has conducted specialized programmes on Storytelling & Narrative Writing, AI Tools for Media, Data Storytelling, Multimedia Content Production, SEO, Brand Building, Podcasting, Financial Journalism, and Corporate Communication—often in collaboration with leading universities, media institutions, and the Press Club of India.

Founded by Prof. Subhash Dhuliya, former Vice-Chancellor of UOU and professor at IGNOU, IIMC, and CURAJ. He has served in editorial roles with The Times Group and Amrit Bazar Patrika Group, and as Editor of Communicator and Sanchar Madhyam, the research journals of IIMC. Newswriters.in benefits from his extensive academic and newsroom experience.

Committed to empowering professionals, faculty and students for the evolving media landscape, Newswriters.in blends academic insight with real-world expertise.