



UNLOCK THE POWER OF GENERATIVE AI FOR YOUR ORGANIZATION

The AI Prompt-a-Thon is an immersive, high-impact half-day workshop designed to transform AI curiosity into everyday capability. It empowers employees to move beyond theory, explore practical AI use cases, and build the confidence to tackle real business challenges with AI.

WHY CHOOSE THE PROMPT-A-THON EXPERIENCE?

Highly Interactive and Hands-On

- Guided walkthrough of AI key productivity tips
- Employees apply AI directly to real work scenarios, surfacing solutions that automate tasks and boost productivity

Innovation Through Collaboration

- Every participant contributes ideas, with the best prompts celebrated in the "Big Prompt Reveal"
- Your team receives a tailored **Book of Prompts**: a playbook of ready-to-use AI solutions for your business

OUTCOMES AT A GLANCE

- **Hands-On Practice:** Practical application of AI in real work scenarios
- **Prompt Mastery:** Learn proven techniques to refine prompts and maximize results
- **Recognition:** Top prompts recognized in the "Big Prompt Reveal"
- **Custom Deliverable:** A tailored Book of Prompts for your organization

FORMAT

- Virtual or in-person
- 4-5 hour total commitment
- Modules include:
 - Introduction to Generative AI
 - The Art of Prompting
 - Introduction to Agents
 - Hands-on AI Hack walkthrough
 - Teamwork & Prompt Reveal

PROMPT REVEAL & RECOGNITION

The Big Prompt Reveal showcases the best ideas, with the top 5 submissions awarded fun prizes.

"It was great to hear from other working professionals how they're creatively using Copilot in their work, and getting support from the Change Champions Team for how to leverage the tools to their full advantage."

Ready to unlock AI's full potential for your organization?

CONTACT US TO BOOK A PROMPT-A-THON FOR YOUR TEAM TODAY

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CHANGE CHAMPIONS + MICROSOFT PROMPT-A-THON



Case Study: Accelerating Real-World Copilot Adoption for Microsoft Customers

Overview

Microsoft partnered with Change Champions to help Canadian organizations turn AI interest into everyday impact. Through a high-energy Virtual Prompt-a-Thon, teams learned, experimented, and unlocked tangible value with Microsoft 365 Copilot.

Challenge

Many organizations were eager to leverage AI but struggled to move from curiosity to practical application. Teams needed a fast, effective way to build Copilot skills, uncover real business use cases, and drive adoption across departments.

Solution

Change Champions designed a fast path from learning to doing. Two cohorts completed eight short sessions over two weeks, blending masterclasses, live demos, and collaborative challenges. Participants practiced prompt patterns in Word, Excel, Outlook, Teams, SharePoint, Forms, and Planner, leaving with practical prompts and clear next steps.

Results

- **Participation & Momentum:** 392 registrations, 150 attendees, 40 organizations represented, 37 prompts captured.
- **User Satisfaction & Advocacy:** Average usefulness rating of 4.6/5 and a Net Promoter Score of 60.
- **Behavior Shift:** Participants reported a 9.22/10 likelihood to increase Copilot use following the series.
- **Business Impact:** Teams identified actionable use cases in policy and governance, sales and marketing, operations, and people operations—ready to implement immediately.

"Excellent series, engaging, and full of tips. Welcoming hosts, helpful at every step, and great peer learning on new use cases."

"Well executed, fun, short bursts of learning and great follow up."

If you want your people to go from trying Copilot to trusting it, a Prompt-a-Thon is the quickest way to spark adoption, build skills, and uncover high-impact use cases.

Ready to unlock Copilot's full potential for your organization?

CONTACT US TO SCHEDULE YOUR PROMPT-A-THON

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