

Post-Conference Hands-On Workshop

2 PM – 5 PM on Thursday, April 2, 2026

AI IN THE TEXTILE AND FASHION INDUSTRIES CONFERENCE

Hosted by [FTBEC \(Fashion and Textile Business Excellence Cooperative\)](#)

Venue: **Convocation Center (Room #2225), Wilson College of Textiles, North Carolina State University**

Workshop Summary

- Move beyond basic chatbots and discover how to turn Generative AI into a practical advantage for your organization.
- Explore how large language models (LLMs) can be shaped into intelligent assistants that understand context, deliver accurate responses, and align with real-world business needs.
- Gain a clear understanding of how Generative AI works, where it creates measurable value, and how to guide it to reflect your company's voice, policies, and goals through structured prompt design and contextual grounding.

Presented By:



Grant Shipley
Senior Director,
Red Hat AI

Red Hat® delivers AI value with the resources you have, the insights you own, and the freedom you need. Built on open-source technology, Red Hat® AI is engineered to help you build and run AI solutions with confidence.

Workshop Takeaways

Leave the workshop with practical skills you can apply immediately in your daily work.

- Understand how Generative AI creates value.
- Learn how to craft effective prompts that generate clearer, more reliable, and actionable outputs.
- Gain hands-on experience applying AI tools to realistic organizational scenarios.



Scan the QR code to register for the Pre-Conference Workshop

- \$50 for workshop registration
- Limited to 50 participants
- First come, first served

Early registration is encouraged, as workshop spots are limited!

Workshop Agenda

Generative AI Foundations

A clear and accessible overview of how LLMs work, what they excel, where they struggle, and how organizations are applying them today to improve productivity, decision support, and content generation.

The Red Hat AI Perspective

An introduction to the Red Hat AI portfolio and how Red Hat supports organizations in evaluating, deploying, and scaling AI responsibly – with a focus on openness, governance, and long-term sustainability.

Hands-On Prompt Engineering Lab

Participants will work directly in a live chat application interface to:

- Refine vague prompts into structured, high-quality instructions.
- Improve output consistency and reduce ambiguity.
- Guide tone, format, and reasoning.
- Compare weak vs. strong prompting approaches.

Hands-On exercises will include practical scenarios such as:

- Analyze sample sales data to generate insights and executive-ready summaries.
- Interpret image-based inputs and extract structured information.
- Transform raw content into audience-specific messaging.

Grounding AI with Organizational Context

An overview of how approaches like Retrieval-Augmented Generation (RAG) connect models to approved content – such as brand guidelines, internal documentation, and curated knowledge sources – to improve reliability and reducing hallucinations.

Please bring a fully charged laptop for the hands-on activities.

For more information, please contact Dr. B. Ellie Jin (bejin@ncsu.edu), Founding Director, [FTBEC \(Fashion and Textile Business Excellence Cooperative\)](#)