



SM105: Using AI in Public Relations Planning and the Media

Training Description:

In today's fast-paced digital environment, Artificial Intelligence (AI) is transforming how Public Relations (PR) professionals plan, implement, and measure their communication strategies. This five-day intensive training course explores the integration of AI tools into PR communication, media relations, corporate image building, and promotional activities.

Participants will gain both the theoretical foundation and practical skills to improve communication, manage media relations effectively, enhance corporate identity, and execute promotional campaigns with the support of AI. Through case studies, simulations, and hands-on exercises, participants will learn how to use AI to strengthen PR writing, streamline media engagement, predict consumer behavior, and maintain strong brand reputation in an evolving media landscape.

Training Objectives:

By the end of the training, participants will be able to:

- ✓ Understand the fundamentals of communication in PR and how AI enhances message delivery and audience targeting
- ✓ Improve PR writing skills (memos, newsletters, brochures) using AI-assisted content creation and design tools
- ✓ Recognize the responsibilities of PR officers in building a strong corporate image and reputation with AI-enabled monitoring and analysis
- ✓ Identify different media platforms, manage media relations, and conduct effective interviews and press conferences with the help of AI-driven media analytics
- ✓ Apply AI tools in planning and executing promotional activities such as sponsorships, exhibitions, and community involvement
- ✓ Build confidence in using AI for crisis communication and maintaining positive media relations

Training Designed for:

This training course is intended for Public Relations officers, managers, and specialists, Corporate communication professionals, Marketing and media relations staff, Brand managers and corporate image consultants, Government and NGO communication officers and Anyone involved in organizational communication, PR campaigns, or media planning seeking to apply AI tools effectively.

Training Requirement:

"Hand's on practical sessions, equipment and software will be applied during the course if required and as per the client's request."

Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client's learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

FIVE DAYS:

- ❖ AI & PR communication skills
 - Importance of communication in PR

- The PR officer as communicator
- Exchange of messages
- Models of communication process
- Overcoming communication barriers
- Importance of body language in PR activities
- Definition of effective writing
- Use of clear language
- Writing memos, letters
- Preparing colorful newsletters
- Designing and preparing attractive brochures
- ❖ **AI & PR responsibilities**
 - Corporate image identity and reputation
 - Benefits of an effective corporate image
 - Internal and external spheres
 - Forming a corporate image on the spheres
- ❖ **AI - PR and the media**
 - Definition of media
 - Types of media
 - Recorded and live interviews
 - Behavior during media interviews
 - PR and the media: the tools
 - Press conferences
 - Preparing press kits
 - Preparing press releases
 - Dealing with the media
 - Building good relations with the media
 - Dealing with the press during times of crisis
- ❖ **AI & The PR promotional role**
 - Decision making process of consumers
 - Corporate community involvement
 - Marketing PR (MPR)
 - PR role in marketing
 - Sponsorship and promotions
 - Organizing different exhibitions
- ❖ Course Conclusion
- ❖ POST-ASSESSMENT and EVALUATION

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Fees:

TBA As per the course location - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

For training registrations or in-house enquiries, please contact:

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