

# Applications of Artificial Intelligence in Public Relations Training Course

08 - 12 Jul 2024 Dubai - Residence Inn by Marriott Sheikh Zayed Road





### **Applications of Artificial Intelligence in Public Relations Training Course**

Ref.: 36021 242190 Date: 08 - 12 Jul 2024 Location: Dubai - Residence Inn by Marriott

Sheikh Zayed Road Fees: 3700 Euro

#### **Overview:**

The "Applications of Artificial Intelligence in Public Relations Certification Course" by Agile Leaders Training Centre offers a comprehensive view of the synergy between Artificial Intelligence AI and Public Relations PR. The course unravels the definition of Public Relations and what it means to be a Public Relations Manager or Officer in the age of AI. It aims to deepen understanding about AI, including its applications in business, the best practices and the potential future of AI in the PR landscape. The course leverages examples of AI to demonstrate its transformative impact on organizational and office politics, as well as public relations in general.

#### **Target Audience:**

- Public Relations Managers
- Public Relations Officers
- PR Professionals seeking to understand AI applications
- Al enthusiasts keen on exploring its impact on Public Relations

#### **Targeted Organizational Departments:**

- Public Relations
- Corporate Communications
- Marketing and Branding
- Strategic Planning

#### **Targeted Industries:**

- Technology
- Public Relations Firms
- Marketing Agencies
- Large corporations with in-house PR teams

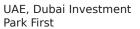
#### **Course Offerings:**

Upon completion of this best artificial intelligence course, participants will:

- Understand the fundamental principles of Public Relations and Artificial Intelligence
- Comprehend the roles and responsibilities of a Public Relations Manager and Officer in an Aldriven business environment
- Apply AI tools for effective management of office politics
- Recognize the future trends of Artificial Intelligence and its impact on PR

#### Training Methodology:

The training course blends lectures with practical sessions, providing an immersive learning









experience. It includes interactive sessions with Al tools, group work on real-world Al business scenarios, case studies of Al application in PR, and feedback sessions for continuous improvement.

#### **Course Toolbox:**

- Comprehensive course workbook
- · Access to AI software tools for PR
- Case studies from PR and AI industries
- Reading materials for AI in Public Relations

#### **Course Agenda:**

#### **Day 1: Introduction to Public Relations and Artificial Intelligence**

- Topic 1: Understanding Public Relations: Definition, Roles, and Responsibilities
- Topic 2: Introduction to Artificial Intelligence: Definition and Basic Concepts
- Topic 3: The Convergence of PR and AI
- Reflection & Review: Recap of key learnings of the day

#### Day 2: Al in Business and PR

- Topic 1: The Impact of AI on Business Processes
- Topic 2: Role of Al in Public Relations Management
- Topic 3: Real-world Examples of Al Application in PR
- Reflection & Review: Recap of key learnings of the day

#### Day 3: The Role of AI in Office Politics

- Topic 1: Understanding Office Politics and its Impact on PR
- Topic 2: Managing Office Politics using Al-driven Insights
- Topic 3: Case Study Effective Management of Organizational Politics with Al
- Reflection & Review: Recap of key learnings of the day

#### Day 4: The Future of AI in PR

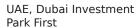
- Topic 1: Al Trends Shaping the Future of PR
- Topic 2: Opportunities and Challenges of AI in PR
- Topic 3: Developing an Al-Driven PR Strategy
- Reflection & Review: Recap of key learnings of the day

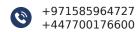
#### **Day 5: Course Review and Future Directions**

- Topic 1: Review of Course Content
- Topic 2: The Future of AI in Public Relations
- Topic 3: Developing Your Al-Driven PR Strategy
- Reflection & Review: Discuss the key learnings of the course

# How This Course is Different from Other Public Relations Training Courses:

This Applications of Artificial Intelligence in Public Relations Training Course, designed and delivered









by Agile Leaders Training Centre, brings a unique blend of public relations knowledge and artificia intelligence technology.

Unlike other public relations courses, it provides in-depth exposure to Al applications in PR, equips participants with skills to navigate the Al-driven business world, and effectively manage organizational politics using AI insights.



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# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

# **OUR VISION**

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

# **OUR MISSION**

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.





#### **CONTACT US**









We understand that training delivery can be challenging, both online and offline. To ensure engagement and achieve learning objectives, we have developed our own activities and collaborated with industry-leading solutions to gamify our training sessions. This approach increases interaction levels and guarantees effective learning outcomes.



We cover a wide range of training categories to cater to different needs and interests

Branding, Marketing, Customer Relations, & Sales Programs Finance and Accounting Programs Human Resources Management Programs Management & Leadership Programs Political & Public Relations Programs Project Management Programs Quality & Process Management Self-Development Programs

Join Agile Leaders today and embark on a transformative journey towards becoming a more agile and effective leader. Experience our customer-centric approach, actionable training, and guaranteed return on investment. Let us help you unleash your full potential in the dynamic business landscape.

