



Applications of Artificial Intelligence in Public Relations Training Course

19 - 23 May 2026
Madrid



Applications of Artificial Intelligence in Public Relations Training Course

Ref.: 36021_3043 **Date:** 19 - 23 May 2026 **Location:** Madrid **Fees:** 5700 **Euro**

Overview:

The "Applications of Artificial Intelligence in Public Relations Training 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
- AI 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 AI-driven 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 AI tools, group work on real-world AI business scenarios, case studies of AI 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: AI in Business and PR

- Topic 1: The Impact of AI on Business Processes
- Topic 2: Role of AI in Public Relations Management
- Topic 3: Real-world Examples of AI 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 AI-driven Insights
- Topic 3: Case Study - Effective Management of Organizational Politics with AI
- Reflection & Review: Recap of key learnings of the day

Day 4: The Future of AI in PR

- Topic 1: AI Trends Shaping the Future of PR
- Topic 2: Opportunities and Challenges of AI in PR
- Topic 3: Developing an AI-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 AI-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 artificial intelligence technology.

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



Training Course Categories



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**Leadership and
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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.



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