

ADVANCED AI-GENERATED CONTENT

MASTERY FOR WORKFORCE

GAI-DH16

Duration: 2 days; Instructor-led | Virtual Instructor-led

WHAT WILL YOU LEARN

- **In-Depth Understanding of AI Tools:** Participants will gain a comprehensive understanding of various AI tools and their applications in creating high-quality content for professional purposes, including social media marketing, internal communications, training materials and business reports.
- **Enhanced Practical Skills:** The course will provide extensive hands-on experience with AI tools, enabling participants to master the techniques required for effective prompt engineering, content creation, and workflow automation.
- **Creative and Visual Excellence:** Participants will learn to create compelling visual and video content using advanced AI tools, enhancing their ability to produce visually appealing training, marketing materials and presentations.
- **Productivity and Efficiency:** The program will emphasize the integration of AI tools into daily workflows to improve productivity, streamline tasks, and enhance project management capabilities.
- **Collaborative Innovation:** Through group activities and projects, participants will develop collaborative skills and innovative thinking, preparing them to lead AI-driven initiatives within their organizations.

COURSE OBJECTIVES

By the end of this two-day training program, participants will:

- Have a thorough understanding of AI tools and their applications in various professional contexts.
- Be proficient in using AI tools for written content creation, including training program, marketing campaign, social media posts, data analysis, emails, reports, and more.
- Be skilled in generating and customizing visual content using advanced AI tools like MidJourney, Leonardo AI, and Flux AI.
- Be capable of creating professional-quality videos and digital avatars using tools such as Runway, Kling, and Heygen.
- Understand how to integrate AI tools into their daily workflows to enhance productivity and efficiency.
- Introduction to AI powered data analytical tools and predictive AI exposure to enable team efficiency in data analysis.
- Be prepared to collaborate effectively in teams to develop innovative AI-driven marketing campaigns and business ideas.

AUDIENCE

- Marketing Professionals:
- Corporate Trainers:
- Business Executives:
- Creative Professionals:
- Entrepreneurs and Small Business Owners
- Teams in Collaborative Roles
- Professionals in Data-Driven Roles

INDUSTRY

Marketing and Advertising, Corporate Training and Development, Media and Entertainment, Technology and Software, E-Commerce and Retail, Education and EdTech, Healthcare and Wellness, Real Estate and Property Development, Financial Services, Hospitality and Tourism, Automotive, Manufacturing and OEM, Nonprofits and NGOs.

METHODOLOGY

Interactive Lectures, Demonstrations, Hands-On Practice, Group Activities and Collaboration, Case Studies and Discussions, Peer Feedback.

COURSE CONTENTS

Day 1

Introduction, setting expectations & objectives

- Overview of the training objectives and expected outcomes.

Module 1: Overview of AI and Prompt Engineering

By the end of this module, participants will be able to explain the evolution of AI and identify at least two key applications of Large Language Models (LLMs) in content creation, including mastering key prompting framework to improve AI outputs.

- Brief history and evolution of AI.
- Understanding Large Language Models (LLMs) like ChatGPT and Claude AI.

- Importance of prompt engineering and how it impacts AI-generated content.
- Case study and group discussion.

Module 2: Using AI Tools for Written Content

After completing this module, participants will be able to draft, revise, and finalize at least three different types of professional written content (emails, social media posts, marketing campaigns) using AI tools like ChatGPT and Claude AI, with a completion accuracy rate of 90%.

- Introduction to ChatGPT, Claude AI and Perplexity for content creation.
- Practical applications: drafting emails, generating reports, training program, marketing campaign, creating social media posts.
- Demonstration of AI automated response, creating apps application using LLM
- Hands-on practice with prompts for different types of written content.
- Group activity: creating a social media campaign.

Module 3: Productivity Tools for AI-Enhanced Workflows

By the end of this session, participants will implement AI productivity tools (Gamma, Notion AI, and a data analysis tool) to automate at least two routine tasks and create a basic project management plan with 85% accuracy.

- Introduction to productivity tools: Gamma for PPT generation, Notion AI for project management, AI analytical tools for data analysis
- Practical applications: automating routine tasks, organizing information, using various dataset to generate meaningful analysis, enhancing productivity.
- Hands-on practice with Gamma, Notion AI and data analytics tool.
- Group activity: designing a project management plan using Notion AI.

Module 4: Creating Visual Content with AI (Part 1)

Participants will generate at least three high-quality visual assets for a marketing campaign using AI tools like MidJourney and Leonardo AI, ensuring consistency with the brand's identity.

- Introduction to AI tools for image generation (MidJourney, Leonardo and Flux AI).
- Practical applications: creating visuals for presentations, training, marketing materials, and internal communications.
- Demonstration of AI tools in action.
- Hands-on practice with various AI tools for generating and customizing images.

Wrap-Up and Q&A for Day 1

- Recap of the day's modules.
- Open Q&A session.
- Preview of Day 2 activities

Day 2

Recap and Introduction to Day 2

- Brief recap of Day 1 activities and learnings.
- Introduction to the agenda for Day 2.

Module 4: Creating Visual Content with AI (Part 2)

By the end of this module, participants will collaboratively design and present a visual marketing campaign using AI-generated images, with feedback incorporated into the final design.

- MidJourney and Flux AI demo and deep dive into advanced techniques for image generation, face swapping
- Group activity: designing a visual marketing campaign.
- Feedback and discussion on created visuals.

Module 5: Creating Videos and Avatars with AI (Part 1)

Participants will use AI tools like Runway and Heygen to create a short promotional video or digital avatar, ensuring video length and format align with standard marketing practices.

- Introduction to AI tools for video and avatar generation (Runway, Kling, Heygen).
- Practical applications: creating promotional videos, training materials, and digital avatars.
- Demonstration of AI tools in action.
- Hands-on practice with different prompts for video and avatar creation.

Module 5: Creating Videos and Avatars with AI (Part 2)

Participants will use HeyGen to generate an instant avatar of themselves. Using that Avatar to create a video speaking in different languages. The video will then be incorporating feedback from peers and present it for evaluation.

- In-depth exploration of advanced video and avatar creation techniques.
- Group activity: creating a short promotional video.
- Feedback and discussion on created videos.

Final Project: Group Presentations

By the end of the session, participants will collaborate in teams to develop and present an AI-driven marketing campaign that integrates written content, visuals, and videos, delivering a 10-15 minute presentation demonstrating mastery of AI tools.

- Participants work in teams to create a comprehensive AI-driven transformation road map for respective department using the tools and techniques learned.

- Each team will pitch their transformation idea using AI-generated content, visuals, and videos.
- Presentations by each group, followed by feedback from peers and trainers.

Final Q&A and Closing Remarks

- Open Q&A session to address any remaining questions.
- Summary of key learnings and takeaways.
- Distribution of training materials and resources.
- Closing remarks and feedback collection.