

## PUBLIC RELATIONS

# AI-Powered PR Content Creation & Storytelling

A two-day programme in ai content creation for pr, with eight modules and workplace application.



**DURATION** 2 days

**DELIVERY** Public or in-house

## Why this programme

A hands-on workshop focused on leveraging advanced AI creative tools to generate multi-format content - text, visual assets, audio, and video - at speed without sacrificing brand narrative quality.

## What participants will learn

- 01** Multi-Format Output: Generate articles, social visuals, infographics, and short-form scripts using AI.
- 02** Brand Voice Persistence: Train and prompt AI models to strictly maintain brand guidelines and tone.
- 03** Scale Content Production: Reduce production time while expanding content output across channels.
- 04** Ethical Asset Creation: Ensure all AI-generated content complies with copyright and disclosures.

## Who should attend

PR professionals, corporate communication teams, corporate affairs managers, marketing leaders and organisational spokespersons.

## How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Hands-on lab: Producing a complete multimedia PR content package in 90 minutes using AI tools.

# Detailed programme

## Day 1: Generative AI for Text & Narrative Crafting

### 01 The Generative PR Content Stack

- Tour of current AI platforms for copywriting, design, video editing, and voice creation.

### 02 Advanced Prompt Engineering for Storytellers

- Crafting complex system prompts to produce nuanced, context-aware press copy and articles.

### 03 Custom GPTs & Personal AI Writing Assistants

- Training customized AI assistants with corporate messaging frameworks and tone guidelines.

### 04 Data-to-Story Automation

- Converting raw survey data, financial reports, and spreadsheets into engaging news narratives.

# Detailed programme

## Day 2: Visual, Audio & Multimodal AI Creation

### 05 AI-Driven Visual Asset Generation

- Generating custom, copyright-safe imagery, infographics, and pitch visual concepts.

### 06 Synthetic Audio & Video Production for PR

- Creating short-form video content, synthetic voiceovers, and dynamic audio releases.

### 07 Human-in-the-Loop Quality Control & Fact-Checking

- Establishing rigorous review protocols to eliminate hallucinated facts and awkward styling.

### 08 Multi-Modal Content Creation Sprint

- Hands-on lab: Producing a complete multimedia PR content package in 90 minutes using AI tools.

## How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Hands-on lab: Producing a complete multimedia PR content package in 90 minutes using AI tools.

### TRAINER PROFILE

#### Sharves Bala

A corporate communications strategist and executive trainer with more than 20 years of experience in PR, media relations, reputation management and stakeholder engagement. Her sessions use practical frameworks, case studies and simulations.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

## Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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Contact: Daud Ibrahim | ISD Solution