

PUBLIC RELATIONS

AI-Powered Public Relations & Intelligent Communication

A two-day programme in ai for public relations, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

Designed for forward-thinking PR professionals, this masterclass explores the integration of artificial intelligence into public relations strategy, automated monitoring, media targeting, and content generation while maintaining human oversight and narrative control.

What participants will learn

- 01** Efficiency Mastery: Automate repetitive PR tasks including press release drafting, media list curation, and report creation.
- 02** Predictive Insights: Leverage AI analytics to forecast audience sentiment, media trends, and potential narrative shifts.
- 03** Hyper-Personalization: Tailor press pitches and media outreach strategies at scale using predictive pitch models.
- 04** Ethical AI Integration: Deploy AI solutions responsibly while adhering to strict privacy and authenticity guidelines.

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 simulation: Designing an end-to-end AI-driven PR campaign strategy from brief to evaluation.

Detailed programme

Day 1: Practical AI Tools & Generative PR

01 The AI Public Relations Landscape

- Mapping AI platforms, machine learning tools, and automated workflows across the PR spectrum.

02 Prompt Engineering & Generative Content for PR

- Advanced prompt engineering techniques for crafting pitches, press statements, and strategic briefs.

03 AI-Driven Media Targeting & Pitch Optimization

- Utilizing algorithmic pitching platforms to match narratives with journalist preferences and beat patterns.

04 Intelligent Media Monitoring & Predictive Analytics

- Setting up automated sentiment analysis and trend-spotting dashboards to inform real-time PR tactics.

Detailed programme

Day 2: AI Operations, Strategy & Ethics

05 Synthetic Media & Deepfake Awareness in PR

- Identifying, verifying, and countering synthetic content, fake media releases, and AI-generated disinformation.

06 Workflow Automation for PR Teams

- Integrating automated PR management pipelines from client onboarding to pitch tracking and clipping.

07 Responsible AI Governance & Transparency

- Establishing ethical AI usage policies, intellectual property protections, and content disclosure standards.

08 AI-Enhanced PR Strategy Lab

- Hands-on simulation: Designing an end-to-end AI-driven PR campaign strategy from brief to evaluation.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Hands-on simulation: Designing an end-to-end AI-driven PR campaign strategy from brief to evaluation.

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.

admin@isds.com.my | +60 18 392 1671 | Course page

Contact: Daud Ibrahim | ISD Solution