

MEDIA & JOURNALISM

AI-Powered Press Release & Corporate Content Writing

A two-day programme in ai press release & corporate content writing, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

A practical writing lab for corporate communications specialists, copywriters, and PR managers looking to integrate generative AI tools into their writing workflows while maintaining exceptional human quality, nuance, authority, and brand tone.

What participants will learn

- 01** Accelerated Production: Draft press releases, executive statements, and corporate blogs 5x faster.
- 02** Precision Messaging: Tailor corporate content for distinct platform specifications and audience segments effortlessly.
- 03** Editorial Quality Control: Master prompt engineering, verification, and human-in-the-loop editing.
- 04** Discoverability: Craft press materials optimized for both human journalists and AI news indexing systems.

Who should attend

Media and communication professionals, PR teams, content producers, journalists and organisational spokespersons.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Capstone: Building a corporate AI writing style guide and deployment plan.

Detailed programme

Day 1: AI Prompting Mechanics & Corporate Copywriting Foundations

01 The Modern Corporate Writing Landscape

- Evolution of corporate content: Conciseness, authenticity, dynamic personalizations, and search indexability.
- Defining the human-AI collaborative writing framework.
- Audit: Evaluating efficiency and voice consistency in current corporate communications.

02 Advanced Prompt Engineering for Communicators

- Context setting, role definition, parameter constraints, and zero-shot/few-shot prompting techniques.
- Training AI models on custom brand style guides, tone maps, and terminology dictionaries.
- Practical Lab: Crafting prompts to generate brand-aligned corporate drafts.

03 Writing High-Impact Press Releases with AI

- Drafting inverted-pyramid press releases that capture journalist attention.
- Generating catchy headlines, dynamic subheads, and memorable corporate quotes.
- Exercise: Drafting an end-to-end press release using AI guidance.

04 Refining Executive Statements & Leadership Voice

- Transforming raw bullet points into authoritative, empathetic executive commentary.
- Adjusting tone parameters for varying scenarios (earnings, CSR, crises, milestones).
- Writing Drill: Generating three distinct tonal versions of an executive statement.

Detailed programme

Day 2: Content Adaptation, Fact Verification & Governance

05 Multi-Format Content Repurposing Workflows

- Turning a single press release into social posts, internal emails, executive LinkedIn notes, and FAQs.
- Preserving message fidelity while optimizing for platform-specific formats.
- Hands-on: Converting a corporate report into a 5-channel content bundle.

06 Fact Verification, Hallucination Auditing & Compliance

- Rigorous verification protocols for AI-generated statistics, dates, and quotes.
- Legal, copyright, and confidentiality safeguards when feeding company data into AI tools.
- Exercise: Auditing an AI-generated corporate draft for factual and compliance errors.

07 Optimizing Content for Algorithmic & Generative Search

- Writing for both human journalists and Generative Engine Optimization (GEO).
- Structuring schemas, key entities, and data summaries for automated news indexing.
- Workshop: Optimizing press releases for maximum AI search discoverability.

08 Corporate Content Governance & Workflow Blueprint

- Establishing clear corporate policies for AI usage in public affairs and communications.
- Building a continuous learning library of company-approved prompts and brand templates.
- Capstone: Building a corporate AI writing style guide and deployment plan.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Capstone: Building a corporate AI writing style guide and deployment plan.

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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