

# AI-POWERED PR: REVOLUTIONISE YOUR CONTENT CREATION & MEDIA STRATEGY

**Ideal for:** PR pros and comms specialists (in-house and agency) looking to give their workflows an AI boost. A beginner-friendly, non-technical session that will have you ready, willing and able to integrate AI into your daily activities.

**Transform Your PR:** AI will revolutionise PR - but only if used properly. This workshop will teach you how to leverage AI tools to draft press releases, create compelling pitches and brainstorm creative ideas, whilst maintaining the human touch that public relations is built on.

## A(i)mazing Outcomes

- **Prompting Perfection:** Learn how to craft clear and specific prompts to get the best results from AI tools like ChatGPT, Claude, and Gemini.
- **Productivity Boost:** Generate high-quality first drafts, social media posts, and media pitches in seconds, saving you hours on routine tasks.
- **Creative Collaboration:** Use AI to brainstorm fresh ideas, refine tone and ensure consistent delivery of high-impact PR content.
- **Pitch Personalisation:** Tailor pitches for different journalists and media outlets, increasing the chances of media coverage and outreach success.

## Key Learning Moments

**AI for PR overview:** Discover key AI tools and how they can be used to enhance the creativity and efficiency of your PR efforts

**AI Prompting for PR:** Learn the art of creating clear, specific prompts for effective use of AI in writing and content creation.

**AI PR Content Creation:** Leverage AI to draft press releases, create email pitches and adjust tone and style to fit your brand voice

**Hands-on Exercises:** Gain practical experience through the creation of AI-powered content,

**WOW Demos:** Watch live demonstrations of AI in action, including press release creation and media lists building.

**Live Prompt Lab:** Receive guidance and feedback on your prompts and outputs, focused on tasks that matter to you.



[rob@robphillimore.com](mailto:rob@robphillimore.com)

**£345**

### **Half-Day live online session**

Engage from the comfort of your own space while participating in a highly interactive session. This workshop will provide your team with all the tools and techniques needed to elevate their PR work using AI.

### **Half-Day In-Person/On-Site Training:**

This immersive in-person session will focus on collaborative learning and immediate application of AI strategies to enhance your team's workflows.

**£495\***

### **4hrs (incl; breaks) | Up to 20 participants**

Whether you're automating repetitive tasks or crafting personalized, impactful pitches in record time, this workshop will teach you how to harness the power of AI to make your PR work faster and smarter. Don't miss out on the opportunity to future-proof your PR efforts!

**Get Ready to  
Transform Your PR  
Strategy!**



\*(plus travel if outside of Cornwall)

**[rob@robphillimore.com](mailto:rob@robphillimore.com)**