XCELERATE TRAINING INSTITUTE

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PUBLIC RELATIONS

AI Tools for PR and Communication Professionals Training Course

Using AI for Research, Writing, Monitoring and Content Creation

DURATION	LANGUAGE	FORMAT	COURSE CODE
3 days	English or Arabic	Classroom / Online	PRT-110

Upcoming dates

Dates	Venue	Format	Fee
4 – 6 Jan 2027	Amman	Classroom	€2,600
12 – 14 Apr 2027	Amsterdam	Classroom	€3,200
28 – 30 Jun 2027	Live online	Online (live)	€900
19 – 21 Jul 2027	Barcelona	Classroom	€3,200
25 – 27 Oct 2027	Berlin	Classroom	€3,200
6 – 8 Dec 2027	Live online	Online (live)	€900

Register or ask a question

Online: x8ti.com/course/ai-tools-for-pr-and-communication-professionals-trai…

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AI Tools for PR and Communication Professionals Training Course

Introduction

AI tools can help communication professionals research faster, draft content, analyse media coverage, monitor sentiment and create visuals and video. Used carelessly, they can also introduce errors, bias and reputational risk.

This course shows PR and communication professionals how to use AI tools effectively and responsibly across their daily work.

Learning Objectives

By the end of this course, participants will be able to:

- Understand AI tools relevant to communication work
- Use AI for research and media monitoring
- Draft and edit content with AI support
- Create visuals and video content with AI
- Verify accuracy and avoid reputational risks
- Set guidelines for responsible AI use

Training Methodology

This course combines short expert presentations with practical exercises, case studies from the Gulf and international organisations, group discussions and work with real templates and tools. Participants are encouraged to bring examples from their own work so that the learning can be applied immediately.

Participants practise with AI tools on real communication tasks.

Benefits for Your Organisation

- Faster, more efficient communication work
- Better monitoring and insights
- Consistent, responsible AI use
- Lower risk of AI-related mistakes

Benefits for You

- Practical AI skills for communication
- Reusable prompts and workflows
- Understanding of AI risks
- Future-ready professional skills

Who Should Attend

This course is designed for:

- PR and communication professionals
- Content and social media teams
- Government communication officers
- Marketing communication staff
- Communication managers

Course Outline

Day 1: AI for Research and Monitoring

- AI tools overview
- Research and briefing preparation
- Media monitoring and sentiment analysis
- Summarising coverage
- Accuracy checks

Day 2: AI for Content

- Drafting press releases and posts
- Adapting tone and translating content
- AI images and video
- Brand consistency
- Editing AI content

Day 3: Responsible Use

- Misinformation and deepfakes
- Disclosure and transparency
- Copyright and confidentiality
- AI guidelines for communication teams
- Personal AI workflow plan

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Registration Form

AI Tools for PR and Communication Professionals Training Course

Preferred dates: ..... Venue or online: .....

Duration: 3 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

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