



GAI-DH7

HARNESSING AI FOR HIGH-IMPACT CONTENT AND PRODUCTIVITY

Duration: 2 days; Instructor-led | Virtual Instructor-led

WHAT WILL YOU LEARN

In-Depth Understanding of AI Tools: Participants will gain a comprehensive understanding of various AI tools and their applications in creating high-quality content for professional purposes, including social media marketing, internal communications, training materials and business reports. **Enhanced Practical Skills:** The course will provide extensive hands-on experience with AI tools, enabling participants to master the techniques required for effective prompt engineering, content creation, and workflow automation. **Creative and Visual Excellence:** Participants will learn to create compelling visual and video content using advanced AI tools, enhancing their ability to produce visually appealing training, marketing materials and presentations. **Productivity and Efficiency:** The program will emphasize the integration of AI tools into daily workflows to improve productivity, streamline tasks, and enhance project management capabilities. **Collaborative Innovation:** Through group activities and projects, participants will develop collaborative skills and innovative thinking, preparing them to lead AI-driven initiatives within their organizations.

METHODOLOGY

This program will be conducted with interactive lectures, PowerPoint presentations, discussions, and practical exercises.

COURSE OBJECTIVES

By the end of this two-day training program, participants will:

- Have a thorough understanding of AI tools and their applications in various professional contexts.
- Be proficient in using AI tools for written content creation, including training programs, marketing campaigns, social media posts, data analysis, emails, reports, and more.
- Be skilled in generating and customizing visual content using advanced AI tools like MidJourney, Leonardo AI, and Flux AI.
- Be capable of creating professional-quality videos and digital avatars using tools such as Runway, Kling, and Heygen.
- Understand how to integrate AI tools into their daily workflows to enhance productivity and efficiency.
- Introduction to AI powered data analytical tools and predictive AI exposure to enable team efficiency in data analysis.
- Be prepared to collaborate effectively in teams to develop innovative AI-driven marketing campaigns and business ideas.

OUTLINES

- Module 1: Overview of AI and Prompt Engineering
- Module 2: Using AI Tools for Written Content
- Module 3: Productivity Tools for AI-Enhanced Workflows
- Module 4: Creating Visual Content with AI
- Module 5: Creating Videos and Avatars with AI

GET IN TOUCH

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