

AI Driven Public Relations

14 – 18 June 2027
Amsterdam (Netherlands)

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Introduction

In an era defined by rapid digital transformation and the widespread integration of artificial intelligence AI, the field of Public Relations PR is experiencing a profound evolution. Traditional communication models are being reshaped by AI-powered technologies that enable organizations to analyze vast data sets, craft compelling narratives, engage stakeholders with greater precision, and manage brand reputation proactively and in real time.

Artificial intelligence is no longer a supporting tool within public relations; it has become a strategic enabler that strengthens decision-making, enhances credibility, and builds organizational trust. However, leveraging AI effectively in PR requires a balanced approach—one that combines advanced technology with ethical judgment, human creativity, and strong strategic oversight.

This intermediate-level training course is designed to equip participants with practical knowledge and applied skills to use AI across storytelling, stakeholder engagement, and brand reputation management. By integrating conceptual frameworks, real-world case studies, and hands-on exercises, the course enables participants to confidently apply AI tools while maintaining authenticity, transparency, and strategic alignment.

Course Objectives

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

- Understand the strategic role of artificial intelligence in modern public relations.
- Apply AI tools to enhance storytelling, content creation, and message personalization.
- Use AI-driven insights to improve stakeholder engagement and communication effectiveness.
- Monitor, analyze, and manage brand reputation through AI-powered media intelligence.
- Integrate ethical, governance, and performance-measurement frameworks into AI-driven PR initiatives.

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A graphic of a chessboard with several chess pieces. A gold king piece is prominent in the foreground, with a silver pawn and a gold pawn nearby. The board is checkered, and there are concentric circles in the background.

Course Outlines

Day 1: Foundations of AI in Modern Public Relations

- Introduction to artificial intelligence and its impact on the PR profession.
- Overview of key AI technologies relevant to communications, including natural language processing NLP, machine learning, and generative AI.
- Applications of AI across the public relations lifecycle.
- The role of data in AI-enabled communication strategies.
- Opportunities, limitations, and risks associated with AI adoption in PR.

Day 2: AI-Driven Storytelling and Content Strategy

- AI-assisted narrative development and strategic messaging.
- Content personalization and audience-centric communication using AI.
- Automated content creation for press releases, digital media, and corporate communications.
- Multichannel storytelling supported by generative AI tools.
- Ethical and authentic storytelling in AI-powered communication environments.

Day 3: AI-Enabled Stakeholder Engagement

- AI-based stakeholder identification, mapping, and segmentation.
- Predictive analytics for understanding stakeholder behavior and planning engagement strategies.
- Conversational AI, chatbots, and automated engagement platforms.
- Social listening and sentiment analysis for community and public intelligence.
- Designing integrated, AI-supported stakeholder engagement strategies.

Day 4: Brand Reputation Management and Media Intelligence

- AI-powered media monitoring across traditional and digital platforms.
- Sentiment analysis and narrative trend detection.
- Early-warning systems for identifying reputational risks.
- AI support in crisis communication and response planning.
- Measuring PR performance through AI-driven analytics and dashboards.

Day 5: Strategy, Governance, and the Future of AI in PR

- Integrating AI into organizational PR strategy and daily operations.
- Governance, ethics, transparency, and regulatory considerations in AI use.
- Human-AI collaboration and evolving roles within PR teams.
- Measuring the return on investment ROI of AI-driven PR initiatives.
- Future trends, emerging technologies, and AI adoption roadmaps for PR professionals.

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Why Attend This Course: Wins & Losses!

- Strong emphasis on practical application supported by real-world case studies.
- Development of advanced storytelling and engagement capabilities using AI tools.
- Enhanced ability to monitor, protect, and strengthen brand reputation.
- Improved understanding of ethical, governance, and compliance considerations in AI adoption.
- Strengthened strategic thinking and leadership capabilities in AI-driven communication environments.

Conclusion

By the end of this course, participants will gain a comprehensive understanding of how artificial intelligence can be effectively applied across public relations functions. They will be equipped to design and implement AI-driven storytelling strategies, engage stakeholders with greater precision, and proactively manage brand reputation in an increasingly complex digital landscape.

The knowledge and skills developed through this program will empower participants to lead responsible AI adoption within their organizations, enhance communication effectiveness, and contribute to building trusted, resilient, and future-ready brands.

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