AI-Driven Public Relations Course for PR Practitioners

6 – 10 December 2026
Dubai (UAE)



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AI-driven public relations is the use of machine learning and generative software to research audiences, draft PR material, monitor media coverage and measure results, with practitioners keeping editorial control. This one-week course is for mid-level PR and corporate affairs practitioners who want a working toolkit rather than a long specialist track, and it ends with an AI adoption roadmap for a press office or PR team.

Introduction

The course rests on three references. The PESO model sorts PR activity into paid, earned, shared and owned media. The Barcelona Principles 3.0, issued by the measurement body AMEC, set outcome-based rules for evaluating PR results. The NIST AI Risk Management Framework describes four functions, govern, map, measure and manage, for handling the risks of AI tools. The level is practitioner: delegates already run press or social media tasks. In one week the course covers drafting, audience work, media monitoring and governance through case studies from two or more sectors and a crisis simulation.

Course Objectives

- Define the main families of AI tools used in PR work and the task each one can take over or support.
- Distinguish generative AI from predictive machine learning and select the right type for a drafting or forecasting task.
- Compare keyword and semantic media monitoring and set alert thresholds that suit the volume of coverage.
- Apply editorial checks and disclosure rules to AI-assisted press material before release.
- Interpret sentiment and coverage dashboards against outcome measures rather than volume alone.
- Justify which PR tasks stay with people and which can be automated, in a roadmap a team leader can approve.

Target Audience

- Press office practitioners who decide which drafting and research tasks to hand to AI tools.
- Corporate affairs officers who judge whether AI-assisted material is accurate enough to release.
- Social media and community leads who choose between chatbot replies and human responses.
- Media monitoring and insight analysts who decide which coverage signals warrant escalation.
- Internal and employee messaging specialists who decide how far content can be personalised by software.



Course Outline

Day 1: AI Terms for PR Practitioners

- Generative AI vs Predictive Machine Learning: Creating Text Against Forecasting Audience Behaviour
- Natural Language Processing: How Software Reads Press Coverage, Posts and Comments
- Large Language Model Limits: Hallucination, Outdated Training Data and Source Gaps
- AI Across the PR Lifecycle: Research, Planning, Execution and Evaluation Stages
- Data Inputs for PR Tools: Media Databases, Social Feeds and Survey Results

Day 2: Content and Narrative With Generative Tools

- Prompted Drafting vs Human Drafting: Where Editors Keep Final Control of Copy
- Press Release Automation: Generating First Drafts From Fact Sheets and Quotes
- Audience Personalisation: Adapting One Message for Investors, Staff and Customers
- PESO Model Channels: Paid, Earned, Shared and Owned Media for Multichannel Stories
- Disclosure and Authenticity: Labelling AI-Assisted Content and Checking Factual Claims

Day 3: Audience Mapping and Conversational Tools

- Audience Segmentation vs Influence Mapping: Grouping by Traits Against Ranking by Reach
- Predictive Analytics for Audiences: Forecasting Interest and Likely Reaction to Announcements
- Chatbots vs Human Response Desks: Matching Enquiry Types to the Right Channel
- Social Listening: Tracking Conversations, Hashtags and Community Questions Across Platforms
- Outreach Plan Design: Sequencing AI-Supported Contact With Journalists and Community Groups

Day 4: Media Monitoring and Issues Response

- Keyword Monitoring vs Semantic Monitoring: Exact Matches Against Meaning-Based Coverage Detection
- Sentiment Analysis and Narrative Trends: Scoring Tone and Spotting Emerging Story Angles
- Early-Warning Alerts: Thresholds That Flag Rising Negative Coverage for Review
- AI in Crisis Response: Holding Statements, Q&A Drafts and Simulation Rehearsal
- Barcelona Principles 3.0: Outcome-Based Measurement of PR Results Through Dashboards

Day 5: Applying AI in a PR Team

- NIST AI Risk Management Framework: Govern, Map, Measure and Manage Functions Applied
- Ethics, Transparency and Regulatory Considerations: Approved-Tool Lists and Data Handling Rules
- Human-in-the-Loop vs Full Automation: Dividing Tasks and Roles in PR Teams
- Return on Investment of AI Tools: Time Saved, Coverage Quality and Cost
- PR Team AI Adoption Roadmap: Use Cases, Safeguards, Measures and Emerging Tools



Skills You Will Gain

- Prompt design for press material
- Fact-checking of generated copy
- Audience segmentation
- Semantic media monitoring
- Sentiment scoring
- Outcome-based PR measurement
- AI risk mapping

Why Attend This Course

- From trying AI tools one by one to knowing which PR task each tool type suits.
- From reading every clipping by hand to filtering coverage through alerts and tone scores.
- From counting mentions to reporting outcomes that senior managers can compare over time.
- From informal tool use to an AI adoption roadmap with use cases, safeguards and measures for the team.

Conclusion

Using AI in PR means letting software handle research, first drafts and coverage scanning while people keep judgement over what is said and when. The course separates generative from predictive tools, keyword from semantic monitoring, and supervised from fully automated tasks. It suits practitioners who need a one-week grounding they can apply straight away in a press office, agency or in-house team, rather than an extended specialist route.

Course FAQs

What is AI-driven public relations?

It is PR work in which machine learning and generative tools support research, drafting, media monitoring and evaluation, while practitioners check facts, approve wording and decide on release.

What is the difference between generative AI and predictive machine learning in AI-driven public relations?

Generative AI produces new text or images from a prompt, such as a draft release. Predictive machine learning estimates what is likely to happen, such as which audience segment will react to an announcement.

Which frameworks does an AI-driven public relations course follow?

It uses the PESO model for channel planning, the Barcelona Principles 3.0 for outcome-based measurement and the NIST AI Risk Management Framework for governing the risks of AI tools.



Is an AI-driven public relations course right for a press officer?

Yes, for a press officer who drafts releases, answers media enquiries and tracks coverage, and who wants to decide which of those tasks AI tools can support safely.

What does a delegate produce in an AI-driven public relations course?

Each delegate prepares an AI adoption roadmap for a PR team, listing chosen use cases, approved tools, review safeguards and the outcome measures used to judge results.

