BLACKBIRD FOR TRAINING

Artificial Intelligence for PR, Administration, and Professional Excellence

15 – 19 November 2027
Barcelona (Spain)

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PARTNER



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Introduction

In an era of rapid digital transformation and widespread adoption of artificial intelligence AI, AI has become a strategic enabler across professional, administrative, and public relations PR domains. Organizations now leverage AI to improve productivity, enhance decision-making, streamline operations, create compelling content, and manage brand reputation effectively in real time.

This comprehensive course combines AI applications in public relations with professional and administrative AI tools, equipping participants with practical knowledge and applied skills to integrate AI across workflow, communications, stakeholder engagement, content creation, document management, and strategic operations. Through real-world case studies, hands-on exercises, and conceptual frameworks, participants will confidently use AI while maintaining ethical standards, 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 PR, professional, and administrative work.
- 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 using AI-powered media intelligence.
- Draft contracts, professional documents, and presentations efficiently with AI.
- Organize tasks, schedules, and follow-ups using AI-powered assistants.
- Integrate ethical, governance, and performance-measurement frameworks into AI-driven initiatives.
- Design AI-supported workflows that improve productivity and decision-making.

Course Outlines

Day 1: Foundations of AI in PR and Professional Environments

- Introduction to AI: concepts, evolution, and workplace applications.
- Traditional AI vs. Generative AI.
- AI ethics, data privacy, and regulatory considerations.
- AI in PR, administration, and professional communications.
- Overview of top AI tools: ChatGPT, Claude, Microsoft Copilot, Notion AI, Google Gemini.
- Opportunities, limitations, and risks of AI adoption.



Day 2: AI-Driven Content, Storytelling, and Document Creation

- AI-assisted narrative development and strategic messaging.
- Personalized, audience-centric communication using AI.
- Automated content creation for press releases, reports, digital media, and presentations.
- Ethical and authentic storytelling in AI-powered environments.
- AI tools for creating professional presentations and documents Beautiful.ai, Canva + Magic Write, Tome, Gamma.

Day 3: AI for Stakeholder Engagement and Reputation Management

- Stakeholder identification, mapping, and segmentation using AI.
- Predictive analytics to understand behavior and optimize engagement strategies.
- Conversational AI, chatbots, and automated engagement platforms.
- Social listening, sentiment analysis, and trend detection for PR intelligence.
- AI-powered media monitoring and early-warning systems for reputational risks.

Day 4: AI in Contracts, Administrative Tasks, and Workflow Management

- Drafting contracts and official documents using AI Spellbook, DoNotPay, Lawrina AI, ChatGPT templates.
- Ensuring accuracy, compliance, and legal considerations.
- Managing emails, correspondence, and meeting follow-ups with AI tools Superhuman, Gmail Smart Compose, Flowrite.
- Organizing tasks, priorities, and calendars using AI-driven assistants Motion, Reclaim.ai, Notion + AI, Trello AI.

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

- Integrating AI into organizational strategy for PR, professional, and administrative work.
- Governance, ethics, transparency, and regulatory frameworks for AI usage.
- Human-AI collaboration and evolving roles within teams.
- Measuring ROI of AI-driven initiatives and performance analytics.
- Emerging trends and technologies: predictive AI, AI copilots, and the future of workplace intelligence.

Why Attend This Course: Wins & Losses!

- Increase productivity across administrative and professional tasks.
- Enhance stakeholder engagement and communication effectiveness.
- Master AI tools for content creation, presentations, and document drafting.
- Monitor and improve brand reputation through AI analytics.
- Learn practical workflows and hands-on applications of AI.
- Understand ethical and governance frameworks for AI adoption.
- Gain a competitive edge in modern professional environments.
- Access real-world case studies and practical exercises for immediate implementation.



Conclusion

This integrated course empowers participants to leverage artificial intelligence across professional, administrative, and public relations domains. By combining hands-on practical exercises, real-world case studies, and strategic frameworks, participants will gain the skills to create compelling content, draft professional documents and contracts, optimize workflows, manage brand reputation, and engage stakeholders effectively. The course ensures participants leave with actionable knowledge to implement AI-driven strategies while maintaining ethical standards and operational excellence.

