Comprehensive Course in AI Driven Public Relations

23 November – 4 December 2026
Düsseldorf (Germany)



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Introduction

In an era marked by rapid digital transformation and the widespread adoption of artificial intelligence AI, the field of Public Relations PR is undergoing a fundamental shift. Traditional communication models are being reshaped by AI-driven tools that enable organizations to analyze vast amounts of data, generate compelling narratives, engage stakeholders with greater precision, and proactively manage brand reputation in real time.

Artificial intelligence is no longer a supplementary technology in public relations; it has become a strategic enabler that supports decision-making, enhances credibility, and strengthens organizational trust. However, the effective use of AI in PR requires a balanced approach that combines technological capability with ethical judgment, human creativity, and strategic oversight.

This intermediate-level, 2-week professional training program is designed to equip participants with the practical knowledge and applied skills needed to leverage AI across storytelling, stakeholder engagement, media intelligence, and brand reputation management. The course integrates conceptual frameworks, real-world case studies, hands-on exercises, and strategic simulations, enabling 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.
- Utilize AI-driven insights to improve stakeholder engagement and communication effectiveness.
- Monitor, analyze, and manage brand reputation using AI-powered media intelligence.
- Design AI-supported crisis communication and reputation protection strategies.
- Integrate ethical, governance, and performance-measurement frameworks into AI-driven PR initiatives.
- Align AI-enabled PR activities with organizational strategy and business objectives.



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 NLP, machine learning, generative AI.
- AI applications across the public relations lifecycle.
- The role of data in AI-driven communication strategies.
- Opportunities, limitations, and risks of AI adoption in PR.

Day 2: Data, Insights, and AI-Ready PR Foundations

- Understanding data sources in PR: media data, social data, stakeholder data.
- Data quality, bias, and reliability in AI-driven communication.
- Turning raw data into actionable communication insights.
- Building AI-ready PR workflows and information architectures.
- Case study: Data-driven PR decision-making.

Day 3: AI-Driven Storytelling and Narrative Design

- Strategic storytelling in the age of artificial intelligence.
- AI-assisted narrative development and message framing.
- Aligning storytelling with brand values and organizational purpose.
- Using AI to test, refine, and optimize narratives.
- Workshop: Designing AI-supported story frameworks.

Day 4: Content Strategy, Automation, and Personalization

- Content personalization and audience-centric communication using AI.
- Automated content creation for press releases, speeches, and digital platforms.
- Multichannel storytelling supported by generative AI tools.
- Balancing automation with human creativity and editorial control.
- Ethical and authentic storytelling in AI-powered communication environments.

Day 5: AI-Enabled Stakeholder Intelligence and Mapping

- AI-based stakeholder identification, mapping, and segmentation.
- Understanding influence, interest, and power through AI analytics.
- Predictive analytics for stakeholder behavior and engagement planning.
- Stakeholder journey mapping supported by AI insights.
- Practical exercise: Building an AI-driven stakeholder map.



Day 6: Engagement Platforms, Social Listening, and Sentiment Analysis

- Conversational AI, chatbots, and automated engagement platforms.
- Social listening tools and real-time public sentiment analysis.
- Community intelligence and issue tracking.
- Designing integrated, AI-supported stakeholder engagement strategies.
- Case study: Managing stakeholder conversations at scale.

Day 7: Brand Reputation Management and Media Intelligence

- AI-powered media monitoring across traditional and digital platforms.
- Sentiment analysis, narrative trend detection, and issue escalation.
- Reputation scorecards and brand perception analytics.
- Integrating media intelligence into PR strategy.
- Practical lab: Interpreting AI-generated media insights.

Day 8: Crisis Communication and Reputational Risk Management

- Early warning systems for reputational risk identification.
- AI-supported crisis detection and scenario planning.
- Managing misinformation, disinformation, and AI-generated content risks.
- AI support in crisis communication response and recovery.
- Simulation: AI-assisted crisis communication exercise.

Day 9: Strategy, Governance, and Ethical AI in PR

- Integrating AI into organizational PR strategy and operations.
- Governance models for AI use in communications.
- Ethics, transparency, accountability, and regulatory considerations.
- Human-AI collaboration and evolving roles within PR teams.
- Measuring trust, credibility, and communication integrity.

Day 10: Performance Measurement, ROI, and the Future of AI in PR

- Measuring PR performance using AI-driven analytics and dashboards.
- Defining KPIs and success metrics for AI-enabled PR initiatives.
- Measuring return on investment ROI and strategic impact.
- Future trends, emerging technologies, and innovation in AI-driven PR.
- Developing AI adoption roadmaps for PR professionals.
- Final group exercise: Designing a future-ready AI-driven PR strategy.



Why Attend This Course: Wins & Losses!

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

Conclusion

At the completion of this 2-week program, participants will possess a comprehensive and practical 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 gained through this program will enable participants to lead responsible AI adoption within their organizations, enhance communication effectiveness, and contribute to building trusted, resilient, and future-ready brands in the age of artificial intelligence.

