



Applications of Artificial Intelligence in Public Relations Training Course

04 - 08 Jan 2027
Barcelona



Applications of Artificial Intelligence in Public Relations Training Course

Ref.: 36021_3020 **Date:** 04 - 08 Jan 2027 **Location:** Barcelona **Fees:** 5700 **Euro**

Overview:

The "Applications of Artificial Intelligence in Public Relations Certification Course" by Agile Leaders Training Centre offers a comprehensive view of the synergy between Artificial Intelligence AI and Public Relations PR. The course unravels the definition of Public Relations and what it means to be a Public Relations Manager or Officer in the age of AI. It aims to deepen understanding about AI, including its applications in business, the best practices and the potential future of AI in the PR landscape. The course leverages examples of AI to demonstrate its transformative impact on organizational and office politics, as well as public relations in general.

Target Audience:

- Public Relations Managers
- Public Relations Officers
- PR Professionals seeking to understand AI applications
- AI enthusiasts keen on exploring its impact on Public Relations

Targeted Organizational Departments:

- Public Relations
- Corporate Communications
- Marketing and Branding
- Strategic Planning

Targeted Industries:

- Technology
- Public Relations Firms
- Marketing Agencies
- Large corporations with in-house PR teams

Course Offerings:

Upon completion of this best artificial intelligence course, participants will:

- Understand the fundamental principles of Public Relations and Artificial Intelligence
- Comprehend the roles and responsibilities of a Public Relations Manager and Officer in an AI-driven business environment
- Apply AI tools for effective management of office politics
- Recognize the future trends of Artificial Intelligence and its impact on PR

Training Methodology:

The training course blends lectures with practical sessions, providing an immersive learning experience. It includes interactive sessions with AI tools, group work on real-world AI business scenarios, case studies of AI application in PR, and feedback sessions for continuous improvement.

Course Toolbox:

- Comprehensive course workbook
- Access to AI software tools for PR
- Case studies from PR and AI industries
- Reading materials for AI in Public Relations

Course Agenda:

Day 1: Introduction to Public Relations and Artificial Intelligence

- Topic 1: Understanding Public Relations: Definition, Roles, and Responsibilities
- Topic 2: Introduction to Artificial Intelligence: Definition and Basic Concepts
- Topic 3: The Convergence of PR and AI
- Reflection & Review: Recap of key learnings of the day

Day 2: AI in Business and PR

- Topic 1: The Impact of AI on Business Processes
- Topic 2: Role of AI in Public Relations Management
- Topic 3: Real-world Examples of AI Application in PR
- Reflection & Review: Recap of key learnings of the day

Day 3: The Role of AI in Office Politics

- Topic 1: Understanding Office Politics and its Impact on PR
- Topic 2: Managing Office Politics using AI-driven Insights
- Topic 3: Case Study - Effective Management of Organizational Politics with AI
- Reflection & Review: Recap of key learnings of the day

Day 4: The Future of AI in PR

- Topic 1: AI Trends Shaping the Future of PR
- Topic 2: Opportunities and Challenges of AI in PR
- Topic 3: Developing an AI-Driven PR Strategy
- Reflection & Review: Recap of key learnings of the day

Day 5: Course Review and Future Directions

- Topic 1: Review of Course Content
- Topic 2: The Future of AI in Public Relations
- Topic 3: Developing Your AI-Driven PR Strategy
- Reflection & Review: Discuss the key learnings of the course

How This Course is Different from Other Public Relations Training Courses:

This Applications of Artificial Intelligence in Public Relations Training Course, designed and delivered by Agile Leaders Training Centre, brings a unique blend of public relations knowledge and artificial intelligence technology.

Unlike other public relations courses, it provides in-depth exposure to AI applications in PR, equips participants with skills to navigate the AI-driven business world, and effectively manage organizational politics using AI insights.



Training Course Categories

Agile PM and Project Management Training Courses

Certified Courses By International Bodies

Communication and Public Relations Training Courses

Data Analytics Training and Data Science Courses

Environment & Sustainability Training Courses

Finance and Accounting Training Courses

Governance, Risk and Compliance Training Courses

Human Resources Training and Development Courses

IT Security Training & IT Training Courses

Leadership and Management Training Courses

Legal Training, Procurement and Contracting Courses

Maintenance Training and Engineering Training Courses

Marketing, Customer Relations, and Sales Courses

Occupational Health, Safety and Security Training Courses

Personal & Self-Development Training Courses

Quality and Operations Management Training Courses

Secretarial and Administration Training Courses



Training Cities

Accra Ghana	Al Jubail Saudi Arabia	Amman Jordan
Amsterdam Netherlands	Athens Greece	Baku Azerbaijan
Bangkok Thailand	Barcelona Spain	Berlin Germany
Cairo Egypt	Cape town South Africa	Casablanca Morocco
Chicago USA	Doha Qatar	Dubai UAE
Frankfurt Germany	Geneva Switzerland	Istanbul Turkey
Jakarta Indonesia	Johannesburg South Africa	Kuala Lumpur Malaysia
Kuwait Kuwait	Langkawi Malaysia	Lisbon Portugal
London UK	Madrid Spain	Manama Bahrain
Marbella Spain	Milan Italy	Montreux Switzerland
Munich Germany	Muscat Oman	Nairobi Kenya
New York USA	Paris France	Phuket Thailand
Porto Portugal	Prague Czech Republic	Riyadh Saudi Arabia



Training Cities

Rome

Italy

San Diego

USA

Seoul

South Korea

Sharm El-Sheikh

Egypt

Singapore

Singapore

Tashkent

Uzbekistan

Tbilisi

Georgia

Tokyo

Japan

Toronto

Canada

Trabzon

Turkey

Vienna

Austria

Zanzibar

Tanzania

Zoom

Online Training