Power of AI
For Communications & Beyond

Workshop for PR & Communications

SCoRe

School of COmmunications & REputation

The Workshop

↗ Learning Objectives

The workshop is a crash-course on using LLMs & Generative AI for Communications Professionals to:

Familiarize

Familiarize participants on various AI tools, how they work & their applications.

Empower

Empower participants to use AI tools for various applications with more confidence.

Deploy

AI tools continuously, to become faster, more efficient & accurate in their tasks, and do them at a greater scale.

Equip
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participants with the knowledge to identify, learn, and use AI tools of the future.

Duration

4 Hours

Format

In Person

Workshop Content

Introduction
(10 Mins)

Dipstick on current AI usage by participants & Expectations from the workshop

Introduction to
Generative AI
(20 Mins)

- Capabilities: What it IS made for
- Boundaries: What it SHOULDN'T be used for
- Importance: Of Prompting LLMs correctly

Simulation 1
(40 Mins)

Using Generative AI Tools for various stages of a Communications Campaign:
- Research & analysis, Creativity, Ideation, Content in various formats
- Structuring & refining information
- Presentation & Visualisation
Training AI to get specific instead of generic outputs.

Insights
(20 mins)

- 6 Keys to successfully using AI
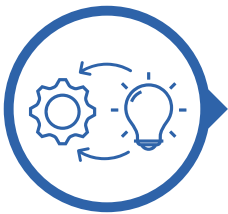- 6-Step Prompt Framework for PR

Workshop Content

Overview of the technologies
(40 mins)

- What is AI, ML, NLP & LLMs.
- What is GPT, how it works and was built.
- Comparison between various Generative AI

Gen AI Ecosystem
(40 mins)

Applications of AI Tools outside of the LLMs:
- GPTs, Plugins, Extensions, Open AI Playground
- Unique use cases of AI across modes

Simulation 2
(40 Mins)

Using AI Tools other than LLMs for various communications applications:
- Image creation & editing
- Video creation, editing, optimisation
- Automation & scaling content

Finding and integrating best tools for various purposes

Questions that emerge
(30 mins)

- Implications of AI on Ethics, Skills, Data Privacy, Plagiarism etc.
- Q&A & Discussions

Trainer

HEMANT GAULE

Dean
School of Communications & Reputation

Hemant is an education leader based in Mumbai, India, and is passionate about education, artificial intelligence, and behavioural psychology. After graduating from IIM-Ahmedabad, he has counselled several private, social, political & government initiatives. He was a Co-founder & Director of Citizens of Accountable Governance, a team that spearheaded the national election campaign of India's current Prime Minister in 2014. He is Co-founder of India's only institute dedicated to education and research in public relations – School of Communications & Reputation.

- In 2019 he became the first Indian to be conferred as a Fellow Accredited Public Relations Practitioners by ASEAN PR Network.
- In 2022, he was named among 40 Young Turks of India by Reputation Today
- In 2023, he was recognized as Asia Pacific's Innovator 25, by PRovoke Media.

On Artificial Intelligence

Since 2018, Hemant has delivered various keynotes and workshops on AI globally; showcasing its evolution, and how to harness its power. Since 2023, Hemant has trained over 2000 communications professionals, and over 200 students in the Power of AI. In 2024, he launched an Online Course in ChatGPT in association with the Global Alliance.

His insights published in Books on AI by global universities. His talks and workshops on AI reveal unique utilities of AI in general, and some commonly available abilities that existing and upcoming AI may possess. The insights focus on demystifying the domain, to empower participants to embrace AI possibilities of today and the future.