![GEMRAIN CONSULTING]

ADVANCED AI-GENERATED CONTENT

MASTERY FOR SALES AND

MARKETING EXECUTIVES

Duration: 1 day; Instructor-led | Virtual Instructor-led

WHAT WILL YOU LEARN

- In-Depth Understanding of AI Tools: Participants will gain a comprehensive understanding of various AI tools and their applications in creating high-quality content for professional purposes, including social media marketing, internal communications, and business reports.
- Enhanced Practical Skills: The course will provide extensive hands-on experience with AI tools, enabling participants to master the techniques required for effective prompt engineering, content creation, and workflow automation.
- Creative and Visual Excellence: Participants will learn to create compelling visual and video content using advanced AI tools, enhancing their ability to produce visually appealing marketing materials and presentations.
- Productivity and Efficiency: The program will emphasize the integration of AI tools into daily workflows to improve productivity, streamline tasks, and enhance project management capabilities.
- Collaborative Innovation: Through group activities and projects, participants will develop collaborative skills and innovative thinking, preparing them to lead AI-driven initiatives within their organizations.

COURSE OBJECTIVES

By the end of this two-day training program, participants will:

- Have a thorough understanding of AI tools and their applications in various professional contexts.
- Be proficient in using AI tools for written content creation, including social media posts, emails, reports, and more.
- Be skilled in generating and customizing visual content using advanced AI tools like MidJourney, Stable Diffusion, and Flux AI.
- Be capable of creating professional-quality videos and digital avatars using tools such as Runway, Kling, and Heygen.
- Understand how to integrate AI tools into their daily workflows to enhance productivity and efficiency.
- Introduction to AI powered data analytical tools and predictive AI exposure to enable team efficiency in data analysis.
- Be prepared to collaborate effectively in teams to develop innovative AI-driven marketing campaigns and business ideas.

METHODOLOGY

This program will be conducted with interactive lectures, PowerPoint presentations, discussions, and practical exercises.

COURSE CONTENTS

Module 1: Creating Visual Content with AI (Part 1)

- Introduction to AI tools for image generation (MidJourney, Stable Diffusion, Leonardo and Flux AI).
- Practical applications: creating visuals for presentations, marketing materials, and internal communications.
- Demonstration of AI tools in action.
- Hands-on practice with various AI tools for generating and customizing images.

Module 2: Creating Visual Content with AI (Part 2)

- MidJourney and Flux AI demo and deep dive into advanced techniques for image generation.
- Group activity: designing a visual marketing campaign.
- Feedback and discussion on created visuals.

Module 3: Creating Videos and Avatars with AI (Part 1)

- Introduction to AI tools for video and avatar generation (Runway, Kling, Heygen).
- Practical applications: creating promotional videos, training materials, and digital avatars.
- Demonstration of AI tools in action.
- Hands-on practice with different prompts for video and avatar creation.

Module 4: Creating Videos and Avatars with AI (Part 2)

- In-depth exploration of advanced video and avatar creation techniques.
- Group activity: creating a short promotional video.
- Feedback and discussion on created videos.

Final Project: Group Presentations

- Participants work in teams to create a comprehensive AI-driven marketing campaign using the tools and techniques learned.
- Each team will pitch their business idea using AI-generated content, visuals, and videos.
- Presentations by each group, followed by feedback from peers and trainers.

Final Q&A and Closing Remarks

- Open Q&A session to address any remaining questions.
- Summary of key learnings and takeaways.
- Distribution of training materials and resources.
- Closing remarks and feedback collection.