

AI-Driven Media & Reputation Management

COURSE OVERVIEW

This course on AI-Driven Media & Reputation Management explores the transformative role of artificial intelligence in protecting and enhancing corporate reputation. It delves into how AI tools are revolutionizing media monitoring, sentiment analysis, and crisis prediction, enabling a shift from reactive public relations to proactive, data-informed stewardship. The focus is on harnessing AI to build brand resilience, ethically navigate the complex information landscape, and ensure an organization's narrative is not only heard but also trusted. Participants will learn to leverage these technologies to detect emerging issues in real-time, analyze narrative trends across global digital channels, and data-backed communication strategies.

WHO SHOULD ATTEND?

This course is designed for senior communication professionals, public relations directors, and corporate affairs managers responsible for safeguarding brand perception. It is also critical for marketing leaders, social media strategists, and crisis management team members who need to leverage AI tools to monitor digital narratives, mitigate reputational risks, and make data-driven decisions to protect and enhance their organization's public image.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Apply AI tools for real-time brand monitoring and sentiment tracking.
- Develop AI-enabled crisis communication frameworks.
- Evaluate reputational risks using predictive analytics.
- Collaborate with cross-functional teams to align AI solution to media and public communications,
- Analyze media trends and potential reputation threats using machine learning insights.
- Build a data-driven brand trust strategy.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- The AI landscape in communications.
- Media monitoring and sentiment analysis with AI
- Predictive crisis simulation tools.
- Media monitoring and sentiment analysis with AI
- Fake news, deep fakes and misinformation management.
- Case studies of AI in corporate reputation management.
- Ethics, bias and governance in AI communications.
- Global PR and ethics frameworks integration.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded