

Strategic Communication and Influence in the Age of AI and Digital Media

COURSE OVERVIEW

This course provides a comprehensive framework that equips leaders with the ability to communicate persuasively, authentically, and strategically in today's digitally connected world. The curriculum explores how AI-driven analytics, digital platforms, and media ecosystems reshape the way leaders engage stakeholders, influence public perception, and drive organizational narratives. Participants will understand how to combine traditional communication skills with data-driven insights, ethical storytelling, and multi-channel strategies to strengthen influence, transparency, and trust in an AI-powered communication environment.

WHO SHOULD ATTEND?

This course is designed for executives, senior managers, communication officers, policymakers, HR leaders, and consultants responsible for shaping organizational messaging and reputation. It is equally highly valuable for board members, transformation leaders, brand strategists and professionals who aspire to master influence in an era defined by AI, digital media, and global connectivity.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Evaluate the impact of AI and digital media on leadership communication.
- Develop strategies for persuasive and ethical digital storytelling.
- Leverage AI-driven analytics to improve stakeholder engagement.
- Apply multi-channel communication frameworks to enhance influence.
- Utilize AI tools for enhanced engagement and personalization.
- Understand crisis communication in the digital age and mitigation of reputational threats.
- Strengthen transparency, trust, and organizational reputation in digital contexts.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- The exploration of AI and digital media in strategic communication.
- Behavioral insights and persuasion techniques.
- The application of analytics tools to enhance communication strategy and execution.
- Frameworks for storytelling, persuasion, and trust-building.
- Strategies for navigating ethical risks in AI-enabled communication.
- Case studies on leaders and organizations excelling in digital influence.

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.