

## AI and Automation in Public Communication Strategy

### COURSE OVERVIEW

This course is a blend of AI and Public Communication and is designed to equip communication professionals and public sector leaders with the knowledge and skills to harness artificial intelligence and automation technologies for enhancing public engagement and communication effectiveness. The course covers the fundamentals of AI, machine learning, and data analytics applications in communication, alongside ethical considerations and best practices. Participants will explore AI-driven tools such as chatbots, sentiment analysis, and social media analytics, learning how to design intelligent communication strategies that improve audience targeting, message customization, real-time interaction, and campaign evaluation in an increasingly digital and data-rich environment.

### WHO SHOULD ATTEND?

This course is ideal for public communication officers, government communication teams, PR professionals, digital marketers, social media managers, and organizational leaders seeking to integrate AI and automation into their communication strategies. It also benefits policymakers, data analysts, and technology managers involved in digital transformation and public engagement initiatives who want to leverage emerging technologies to optimize communication outcomes.

### COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Understand the core concepts of AI and automation in the context of public communication.
- Apply AI-driven data analysis to enhance audience insight and message targeting.
- Use AI tools such as chatbots and sentiment analysis to improve citizen engagement.
- Develop and implement automated communication workflows for efficiency and impact.
- Address ethical issues related to AI use, including privacy, transparency, and bias.
- Evaluate and optimize communication campaigns through AI-powered analytics.
- Design innovative communication strategies that leverage AI technologies for public affairs.

### KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- Introduction to AI, machine learning, and automation in communication contexts.
- Hands-on use of AI tools for social media monitoring, sentiment analysis, and chatbots.
- Designing data-driven and personalized public communication strategies.
- Ethical frameworks and governance related to AI adoption in communication.
- Case studies showcasing successful AI implementation in government and public sectors.
- Techniques for real-time interaction and feedback to increase public responsiveness.
- Measurement and evaluation of AI-enhanced communication campaigns.
- Insights into future trends and innovations in AI for public communication.

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