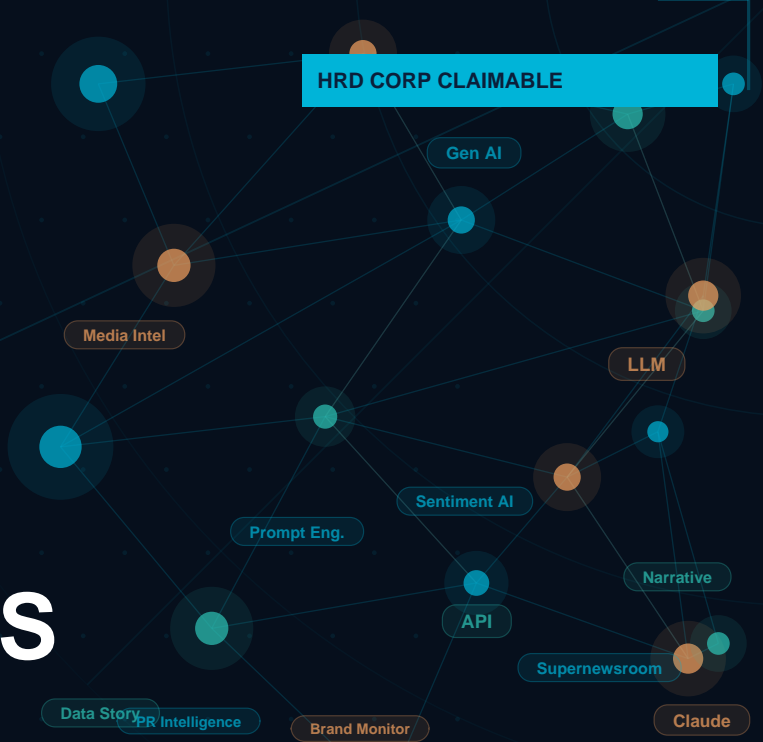


AI FOR PR PROFESSIONALS

A Full-Day Masterclass



Prompt Engineering	AI Tools Ecosystem	Data Mining	Data-Driven Narratives
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From reactive press releases to predictive intelligence — master the AI tools, prompt frameworks, data mining techniques, and narrative strategies transforming modern PR practice in Malaysia and beyond.

OBJECTIVE

Equip participants with the skills to craft AI-augmented PR strategies, execute data-driven storytelling, and deploy the full ecosystem of AI tools — from LLMs and research intelligence platforms to AI video creation — in their daily communications practice.

TARGET AUDIENCE

PR and Communications professionals · Corporate Affairs and Media Relations teams · Marketing and Brand Managers · Government and GLC Communications officers · Startup founders and entrepreneurs · Agency PR executives and consultants · Anyone integrating AI into their PR practice.

FORMAT	LANGUAGE	CERT.
In-Person / Virtual Full Day (8 Hours)	English (BM available on request)	HRD Corp Claimable

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9:00 – 9:30 AM

MODULE 1

The AI Revolution in PR

- How AI is redefining news cycles and media consumption patterns in Malaysia and globally.
- Shifts in audience targeting using predictive analytics and real-time data intelligence.
- Brand storytelling powered by live search and social insights.
- The new PR skill stack: LLMs, data literacy, prompt engineering, and AI-assisted research.

9:30 – 11:00 AM

MODULE 2

Prompt Engineering for PR

- Role prompting, context loading, chain-of-thought, and constraint-setting techniques.
- Crafting press releases, spokesperson Q&As, crisis statements, and social captions with LLMs.
- Comparing all major LLMs: ChatGPT, Claude, Gemini, Copilot, and Perplexity — strengths & PR use cases.
- Prompt laddering: building from basic to master-level prompts for publish-ready outputs.
- EXERCISE: The Prompt Ladder — craft 3 levels of prompts for a Malaysian brand scenario.

11:15 AM – 12:30 PM

MODULE 3

The AI Tools Ecosystem for PR

- Research & discovery: AnswerThePublic, Google Trends, BuzzSumo, SparkToro.
- Visual & video AI: HeyGen (AI avatar video), Opus AI (video repurposing), Canva AI, CapCut AI.
- Content & copywriting LLMs: ChatGPT, Claude, Gemini, Copilot — choosing the right tool for each task.
- Claude ecosystem: Claude Cowork (desktop automation), Claude Code (agentic coding), Claude API for PR workflows.
- Analytics & monitoring: Brand24, Meltwater AI, Mention, Supernewsroom.ai (media intelligence).
- EXERCISE: Live tool demo — run your brand through AnswerThePublic and Google Trends.

1:30 – 3:00 PM

MODULE 4

Data Mining & Research Intelligence

- From raw data to strategic intelligence: the 3-tier data pyramid for PR teams.
- Social listening, media coverage mining, search data extraction, and competitive benchmarking.
- Using AnswerThePublic and Google Trends for audience intent mapping and campaign timing.
- Extracting, filtering, and synthesising data using LLMs as your research analyst.
- EXERCISE: Competitive Intelligence Sprint — build a 10-minute intelligence brief on a Malaysian brand.

3:15 – 4:15 PM

MODULE 5

Data-Driven Narratives for PR

- The 5-step data narrative framework: Find the data → Find the tension → Frame the story → Validate with AI → Visualise & amplify.
- Turning proprietary and public data into media-worthy stories with genuine news value.
- Malaysian case studies: AirAsia, Grab, Petronas — how data became their headline.
- EXERCISE: Data Story Workshop — craft a press release headline and narrative from a live dataset.

4:15 – 5:00 PM

MODULE 6

Campaign Lab & Showcase

- Build a complete AI-assisted PR campaign in 40 minutes using minimum 3 tools from today.
- Deliverables: Research intel, core message, content suite (press release + social captions + visual), video concept, and measurement plan.
- Group presentations with peer and facilitator feedback.
- Judging criteria: insight depth, creative use of AI, narrative clarity, and measurability.