

THEME : AI + PR

DIGITAL PR & VISUAL STORYTELLING

in the Age of AI

Content Creation

GenAI Tools

Visual Storytelling

Analytics

DIGITAL PR & VISUAL STORYTELLING IN THE AGE OF AI

OBJECTIVE

Equip participants with the skills to create high-impact, platform-optimized digital content, leveraging AI tools for content creation, analytics, and amplification.

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 looking to integrate AI into their public relations practice.

9:00 - 9:15 AM

5 AI Trends Shaping the Future of PR

- How AI is redefining news cycles and media consumption patterns.
- Shifts in audience targeting with predictive analytics.
- Brand storytelling powered by real-time insights.
- Key skills for PR pros in an AI-first world.

9:15 - 10:45 AM

Game-Changing AI Tools for Digital PR

- Optimizing for cross-channel content platforms: Facebook, Instagram, TikTok, LinkedIn, YouTube.
- AI-powered idea generation: ChatGPT, Jasper, Copy.ai.
- Trendspotting tools: BuzzSumo, TrendSpottr, Google Trends.
- Prompt engineering fundamentals for comms pros.

COFFEE BREAK

11:00 AM - 12:30 PM

Visual Storytelling with GenAI

- Storyboarding techniques for maximum engagement.
- Top 10 GenAI tools for visuals & video: HeyGen, Eleven Labs, DALL-E, Google Veo, revid.ai, Canva AI, Piktchart, Venngage, Suno, Simplified and more.
- Hashtag & keyword discovery with Hashtagify, RiteTag.
- Crafting content optimised for LLM discoverability (ChatGPT, Claude, Gemini).

LUNCH BREAK

1:30 - 3:00 PM

Digital Storytelling & Social Content Development

- 3 Step Ideation Process: WIN Strategy.
- Mastering the Content Quadrant.
- From Avatars to Influencers, Static to Video — Map Your Multi-Channel Social Content Calendar with AI.
- Using analytics to refine storytelling strategies over time.
- Case Studies: Successful Digital PR campaigns from AirAsia, Shopee, Grab, Tealive.

COFFEE BREAK

3:15 - 4:15 PM

Hands-On Lab: Your First AI-Driven PR Campaign

- Building a campaign concept with AI tools.
- Targeting and media list creation with AI.
- Creating visuals and copy using GenAI.
- Group presentation & peer feedback.

4:15 - 5:00 PM

Fireside Chat: PR in the AI Era

- Industry leaders reveal real-world insights and best practices from integrating AI into daily PR workflows.