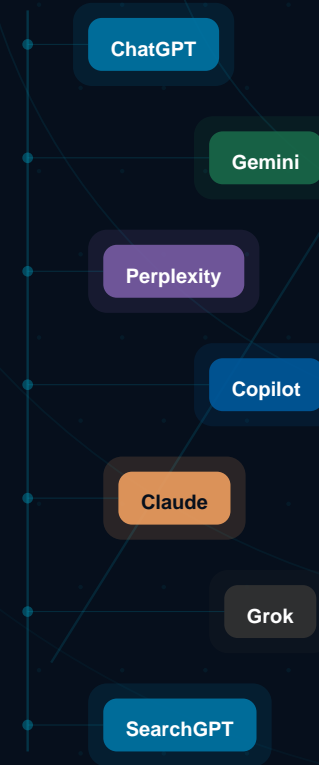


HACKING AI VISIBILITY

Strategies for PR & Marketing Pros to Get AI to Mention Your Brand



AI Visibility	Brand Authority	AI SEO	Content Strategy	90-Day Action Plan
---------------	-----------------	--------	------------------	--------------------

AI is now the first place your audience searches for recommendations, comparisons and expert opinions. If your brand isn't being cited, mentioned or recommended by AI tools — you're already invisible to a growing share of your market.

OBJECTIVE

Equip PR and marketing professionals with practical, high-impact strategies to improve brand visibility across AI-powered search and answer platforms — by strengthening credibility, authority, and the digital signals that influence AI recommendation.

TARGET AUDIENCE

PR and Communications professionals · Marketing and Brand teams · Corporate Affairs leaders · Digital marketers and agency teams · Founders and spokespersons building brand visibility and trust.

FORMAT	DURATION	CERT.
Interactive Workshop Case Studies + Live Exercises	Full Day (Customisable)	HRD Corp Claimable

Enquire now: enquiry@intelectasia.com | www.intelectasia.com | Powered by Supernewsroom.ai

HACKING AI VISIBILITY — FULL-DAY PROGRAMME

9:00 – 9:45 AM

MODULE 1

AI Visibility: The New Reputation Battleground

- The shift from search rankings to AI-generated recommendations across ChatGPT, Gemini, Perplexity, Copilot, and LLM discovery platforms.
- Key signals that determine whether brands are surfaced, cited, or ignored by AI tools.
- Why credibility, consistency, and third-party validation matter more than ever.
- EXERCISE: AI Discovery Map — identify where your brand is visible, weak, or missing in AI-generated answers.

■ Coffee Break 11:00 – 11:15 AM

9:45 – 11:00 AM

MODULE 2

The Mentions That Drive AI Recommendation

- Types of mentions that build authority in the eyes of AI models and answer engines.
- Why editorial coverage, expert commentary, and external validation outperform self-promotion across LLMs.
- Using Supernewsroom.ai to strengthen earned media presence and third-party brand mentions across the digital ecosystem.
- Common visibility gaps that stop brands from being recommended over competitors.
- EXERCISE: Mention Gap Audit — identify which mentions build trust, which are weak, and which are missing.

■ Lunch Break 12:30 – 1:30 PM

11:15 AM – 12:30 PM

MODULE 3

Source Strategy & AI SEO for Competitive Advantage

- Why AI SEO is the new battleground for credibility across LLM-powered platforms.
- The source mix that strengthens visibility across ChatGPT, Gemini, Perplexity, and Copilot.
- Building a stronger ecosystem of trusted third-party and owned content that LLMs can recognise and retrieve.
- Using AnswerThePublic for question mapping and uncovering discoverable PR angles.
- EXERCISE: Source Stack Workshop — build an ideal source ecosystem covering media, expert content, and proof points.

1:30 – 3:00 PM

MODULE 4

Content & PR Moves That Make Brands AI-Surfaceable

- How to shape content that is clear, credible, and easier for AI tools and LLMs to retrieve.
- 5 strategies to turn PR activity into long-term visibility assets across AI-powered platforms.
- Sharpening brand positioning so AI associates your brand with the right category, strengths, and use cases.
- Using AnswerThePublic, Google Trends, and Supernewsroom.ai together to align demand, visibility, and narrative.
- EXERCISE: Prompt-to-Content Lab — turn real customer prompts into a PR and content plan for AI mentionability.

■ Coffee Break 3:00 – 3:15 PM

3:15 – 5:00 PM

MODULE 5

Turning AI Visibility Into a 90-Day Action Plan

- The metrics that matter when tracking AI visibility across LLM-powered tools and platforms.
- 3 tactics for monitoring brand mentions and competitor presence in AI-generated answers.
- Using Google Trends for timing, AnswerThePublic for insight, and Supernewsroom.ai for execution.
- Building a 90-day roadmap for stronger authority, discoverability, and recommendation potential.
- EXERCISE: 90-Day Visibility Sprint — develop a full action plan covering priority prompts, source targets, and success metrics.

LEARNING OUTCOMES

- Understand what drives AI visibility and recommendation across LLMs
- Identify the mentions and sources that build brand authority with AI
- Apply PR and content strategies that improve discoverability
- Spot visibility gaps against competitors in AI-generated answers
- Build a 90-day roadmap to increase AI mentionability