

THEME : AI + PR

# MEDIA RELATIONS

## IN THE AI ERA

Master AI-Assisted Media Strategies

Media Pitches

Press Releases

Data Narratives

Newsroom AI

# MEDIA RELATIONS IN THE AI ERA

## OBJECTIVE

Master AI-assisted strategies for building media relationships, crafting newsworthy stories, and ensuring maximum coverage.

## 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

### The AI-Driven Newsroom: Key Shifts Changing Media

- How AI is transforming journalist workflows and the media landscape.
- Leveraging AI to work smartly with journalists.
- Building trust through personalised outreach without AI.

9:15 - 10:45 AM

### Data-Driven Narratives: Shape Newsworthy Stories with Data

- Media's demand for credibility: Data = legitimacy.
- What makes a data story "newsworthy"?
- Anomalies: surprising insights.
- Data and AI: Storytelling for AI.

COFFEE BREAK

11:00 AM - 12:30 PM

### Press Releases for the AI Age

- AI-assisted drafting for clarity and tone.
- Structuring for LLM (ChatGPT, Gemini) discoverability.
- Incorporating SEO into press releases.
- Prompt Engineering Fundamentals for PR/Comms pros.

LUNCH BREAK

1:30 - 3:00 PM

### AI-Powered Media Pitches That Get Picked Up

- Crafting compelling, concise pitches.
- Aligning with current media trends.
- Building long-term journalist relationships.

COFFEE BREAK

3:15 - 4:15 PM

### Press Conference Simulation – Win the Room

- Press Conference 101 for PR Pros: Managing a press conference.
- Handling difficult or unexpected questions with confidence and strategic poise.
- Staying on message under pressure while reinforcing key brand narratives.

4:15 - 5:00 PM

### Fireside Chat: The Future of Media Relations in an AI World

- Journalist and editor perspectives on AI's role in PR.