



crews

Where you belong

TRAINING

AI & Communication

LEARNING OBJECTIVES

- Understand the impact of artificial intelligence on communication professions
- Adopt generative AI tools to produce engaging content
- Automate time-consuming tasks while maintaining a human approach
- Use AI to better plan, target and distribute messages

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Communication managers, communication officers, community managers, editorial managers, press officers, content creators, freelancers or employees

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours

PRICE

- Inter-company training: €1,790 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com



DETAILED PROGRAM

- Introduction to AI and the transformation of communication professions
 - Overview of text, image and voice AI tools
 - Impact of AI on strategic and operational communication tasks
 - Benefits and limitations in brand communication contexts
- Content creation with AI
 - Using ChatGPT and Jasper to write articles, posts, scripts, press releases
 - Tone, intent, rewriting, adaptation by target audience
 - Semantic analysis, message consistency and brand voice
- Generating visuals and videos for social media
 - Introduction to Midjourney, DALL-E, Canva AI, RunwayML
 - Creating carousels, teasers, enhanced video clips
 - Customising visuals by audience or channel
- AI for planning and distribution
 - Automating the editorial calendar
 - Smart scheduling based on past performance
 - Automated A/B testing and real-time adjustments
- Reputation monitoring and conversation analysis
 - Using AI to monitor press and social networks
 - Weak signal detection, competitive intelligence, brand image analysis
 - Automated alerts and ready-to-send summaries
- Crisis, sensitive communication and AI
 - Limits of AI in crisis situations
 - Ethical use and human control of messages
 - Examples of mistakes to avoid and best practices
- Practical workshop
 - Execution of a complete communication campaign enhanced by AI
 - Content production, planning, distribution and simulated reporting
 - Group analysis and personalised feedback

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to effectively integrate artificial intelligence into their communication strategy, produce content more quickly, personalise messages and manage campaigns with greater precision.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by active professionals
- Varied and dynamic teaching methods
- Individual support by the Experience team

TRAINING TOOLS

- Suite of high-performance technology tools: Google Workspace for Education, Edusign...
- Practical case studies based on real business scenarios

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

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- By email: contact@crews-education.com

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