



crews

Where you belong

TRAINING

AI & Content creation

LEARNING OBJECTIVES

- Understand the uses of AI in content creation
- Produce text, image, audio and video content using AI tools
- Optimise the quality, consistency and performance of generated content
- Integrate AI into an editorial and marketing strategy

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Marketing, communication and content creation professionals

PREREQUISITES

None

ACCESS TIME

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

PRICE

- Inter-company training: €1,890 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 generative AI
 - Definition and how generative AI works
 - Overview of tools: ChatGPT, Claude, Midjourney, Runway...
 - Opportunities and limitations of AI in creation
- Text content creation
 - Writing articles, posts, emails and scripts
 - Prompting techniques to improve quality
 - SEO optimisation and brand tone adaptation
- Visual content creation
 - Image generation with Midjourney, DALL·E
 - Creating visuals for social media, campaigns and branding
 - Visual consistency and artistic direction
- Audio and video creation
 - Generating voice, podcasts and audio content
 - Creating videos with AI (editing, avatars, effects)
 - Adapting formats to platforms (TikTok, Instagram, YouTube)
- Content strategy with AI
 - AI-assisted editorial planning
 - Large-scale production and automation
 - Content personalisation based on target audiences
- Quality, ethics and limitations
 - Verifying generated content
 - Copyright and best practices
 - Maintaining human and strategic consistency
- Practical workshop
 - Creating a complete AI-driven content strategy
 - Producing multi-format content
 - Analysing and optimising results

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to produce a wide range of content using AI, structure an effective editorial strategy and integrate AI into their creative processes to improve efficiency and impact.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

EVALUATION METHODS

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

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: 100%
- Individual progress rate: 100%

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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