



AI Ready for Marketers

An 8-week program giving marketers the confidence and skills to use AI

WHY THIS PROGRAM?

Most marketers lack the skills and roadmap to use AI. This program closes the gap with expert-led learning, live demos, and a practical campaign project - earning you ACAM Certified - AI Ready!

WHO IS THIS FOR?

- Marketing leaders driving AI adoption
- Teams ready to integrate AI in practice
- Professionals seeking certification



Different

- **Marketing-first:** AI embedded across the full campaign cycle
- **Expert insights:** Real-world case studies from leading marketers
- **Tech in action:** See tools live, not just in theory
- **Always current:** Weekly updates on trends and tools
- **Practical outcome:** Leave with a ready-to-deploy AI-enabled campaign



Practical

Modules across 8-weeks -

- **Foundations:** Understand AI, ethics & data
- **Strategy:** Segment & position with real-time insights
- **Creative:** Generate scalable, on-brand content
- **Discoverability:** SEO to GEO
- **Media:** Real-time optimisation
- **CX:** Personalisation & journeys
- **Measurement:** ROI & attribution
- **Operations:** Automating workflows

Early Bird \$1495 (until Oct 7) | Standard \$1895

Limited Places | Starts 22 October 2025 | Online | 8 weeks

