



AI for Media Planning Mini Lab

Learn AI hacks to improve audience research, build solid plans, and report robustly on performance.

LEVEL 2



25 participants



Virtual or F2F



4 hours



Why do you need this?

Most media teams use AI on a daily basis, but few have dependable ways to speed up work and build innovative, brand-safe plans.

This workshop is a structured, hands-on sprint through the planning process, from brief and research to scheduling, budgeting and client-facing outputs. You'll work with example briefs and documents to learn new skills without risking real client work.

You will take home prompt templates and a simple action plan to pilot 2-3 new workflows immediately.

Business Outcomes

- Be the AI experts in the room to deliver brilliant value for your clients.
- Enable faster turnaround on briefs, research, plans and presentations.
- Access broader datasets to develop richer, more evidence-based, more innovative media plans.
- Enhance your team's strategic capacity without adding headcount.

By the end of this program you will

1. Accelerate your entire media planning workflow with AI.
2. Run, analyze, and synthesize research with AI to extract key insights and build plans.
3. Design media strategies and audience narratives with AI.
4. Interpret performance data with AI to surface drivers, insights, and recommendations.

97%

Participants reported increased confidence in using AI

How it works

- A half-day program that takes you through essential AI workflows for media planners.
- Available virtual or face-to-face depending on your team, budget, and learning preferences.
- Two expert facilitators to guide you through with tips, tricks, and examples.
- Hand-on activities designed specifically for media planners, using company authorized tools and tech.
- Includes a takeaway playbook and simple frameworks to repeat the processes and discussions.
- Adapted to your company's AI maturity and specific industry / client requirements.

Less Work, More Speed

After this half-day session your media planners will move faster from brief to plan to results, using AI to sharpen insights, recommendations, and comms.



"Highly engaging and interactive. Use of real tools and examples made the session practical and applicable, enhancing relevance and efficiency."

Maria Clower, World Bank Group

Programme Breakdown



Intro to AI-Powered Media Planning

Overview of how AI assistants and tools are supporting the work of media planners. Set the culture for doing, reflecting, and learning.

Module 1: Explore Possibilities

Map your actual media planning workflow and pinpoint where AI might be able to help. Introduce the 'sandbox' project for today.

Module 2: Research and Synthesis

Learn powerful methods for summarising client briefs and doing deep research. Run synthesis to land on insights and hypotheses.

Module 3: Planning and Docs

Tailor prompts for drafting brand-safe media strategies and audience narratives. Then use AI to build client-ready decks and messaging.

Module 4: Reporting and Recs

Use AI as a data analyst, turning performance data into plain-language insights. Chat 'with' your data to find recommendations for clients.

Module 5: Personal Action Plan

Choose 2-3 concrete client tasks and define exactly which AI helpers you'll use in the future, when and how you'll judge success.

Wrap-up

Recap the topics we covered with time for Q&A. Share the final survey which unlocks the *Playbook* takeaway.

Takeaways

AI Playbook for Media Planners with examples and templates. Simple action plan with 2-3 workflows to pilot.



Building AI Agents for Media Planning

Design and deploy an AI agent to reduce routine tasks and free time for high-value planning.

LEVEL 3



25 participants



Virtual or F2F



2 x 4 hours



Why do you need this?

Too much time is lost to manual scheduling, spreadsheets, and repetitive tasks, leaving less room for optimization.

This hands-on workshop teaches your teams to design and deploy AI agents to handle that routine work.

They'll leave with a working prototype and a clear plan to scale it across media operations.

Business Outcomes

- Offload repetitive work to AI agents.
- Remove bottlenecks in critical workflows.
- Boost team productivity and speed.
- Turn internal knowledge into automated action.
- Integrate agents into your existing tools.
- Gain an edge over competitors with AI execution.

By the end of this program you will

1. Understand the capabilities and limitations of AI agents.
2. Identify and prioritize high-value AI agent use cases for media planning work.
3. Design and build a working AI agent prototype using your authorized tools.
4. Leave with a clear plan for building and scaling AI agents in your media planning team.

Delivered in your tech stack:



100% of participants built and deployed an AI agent during this workshop, using company authorized tools

How it works

- Two parts that take you from idea to deployment of an AI Agent in your media planning team.
- Two expert facilitators to guide you through with tips, tricks, and examples.
- Hand-on activities using your company authorized agent builder.
- Application task between sessions to embed the *doing* into your work.
- Includes a takeaway prompt pack and simple frameworks to repeat the process.
- Adapted to your AI maturity and industry.

Application Task

Participants work in small groups to build **Media Planning & Optimization Agents** that can, for example:

- Interpret campaign objectives, budgets, audience definitions, and historical performance data.
- Generate initial channel mixes and media plan options aligned to goals and constraints.
- Pressure-test plans against different scenarios (budget shifts, audience changes, channel trade-offs).

Learner Journey



Part 1: Design & Build (4 hours)

1. Intro to AI Agents

Learn what AI agents are, where they deliver value, and how they differ from AI assistants. Introduce the 'media planners' brief.

2. Define your Agent

Map your media planning workflows to come up with high impact ideas. Then create an agent use case and map out its scope & role.

3. Give your Agent A Brain

Ground your agent in relevant context and knowledge. Feed it channel strategies, SoWs, plans, templates, and audience profiles.

4. Give your Agent Tools

Connect your agent to internal tools and systems. Define triggers, actions, and workflows so the agent can take action.

Part 2: Optimize & Deploy (4 hours)

5. Rebuild your Agent

Take feedback from testing with your team and peers, and run through the agent build process again, refining and improving.

6. Test and Optimize your Agent

Test your agent against realistic scenarios then finalise its prompts, rules, and guardrails to improve reliability and performance.

7. Live Demos

Demo your working agents to the group. Reflect and share lessons learned. Get extra power user tips from the expert facilitators.

8. Roadmap

Identify your next priority agent opportunities and define a clear, practical plan for piloting and scaling agents in your planning team.