Make AI part of how you work, on your terms.

A full-day, onsite working session with your leadership team. We find which AI tools your people already rely on, where AI can speed up the work around the work, and the guardrails that protect unreleased projects and client confidences. You leave with a policy, a plan, and a working first version.

SOUND FAMILIAR?

"My team uses five AI tools I never approved."

"What happens when an embargoed announcement ends up in a chatbot?"

"Clients are putting AI clauses in our contracts now."

WHAT THE DAY LOOKS LIKE

01 Before the day: shadow AI review
We review a sample of your network's web (DNS) traffic to see which AI tools your team already uses. It shows the tools, never anyone's messages.

02 Morning: walk your business front to back
We trace how projects move, from the brief and pitch through production, approvals, and wrap, and mark routine work AI can take on, like first drafts, research, and meeting recaps.

03 Midday: choose tools and set guardrails
We pick the tools you'll approve and draft the rules: what goes in, what never does (unreleased work, client confidential material), and who checks the output for accuracy and voice.

04 Afternoon: build it
We build a working first version of your top workflow on tools you approve, so you see it run before we leave.

WHAT YOU WALK AWAY WITH

- A shadow AI report: what's in use today, and what to approve, replace, or block
- A draft AI use policy that protects unreleased work, ready for your review
- A ranked map of where AI fits in your business, and where it doesn't
- A working first version of one AI workflow
- A 30/60/90 day plan with owners and dates
- Plain answers for client contracts and questionnaires that ask about AI

WHO IT'S FOR

Owners and leadership at PR agencies, production companies, studios, and creative businesses of 5 to 100 people. It works best with the people who run accounts and approve tools in the room for the full day.

THE WORKSHOP

$7,500

One full day onsite with your leadership team. Shadow AI review, draft policy, and a working first version included.

AFTER THE WORKSHOP

Ongoing AI governance, month to month

AI tools change every month, and a setup that works today can drift tomorrow. Our monthly governance retainer keeps yours safe and useful: we vet new tools before your team adopts them, keep your policy current, confirm a person still reviews what AI produces, flag AI questions for your insurance renewals, and report on results each quarter.

Priced monthly and quoted after the workshop, once we know what we've built together.

Talk to us about a date at nicwerks.com

49% of small and midsize businesses have no AI-specific security policy (ConnectWise, 2025, cited by Pax8). 84% would trust an outside technology advisor to guide their AI rollout (Pax8, The Agentic Workforce Economy, June 2026).