PARTNERS IN KNOWLEDGE UK LTD
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AI in Communication at the Workplace

PIK830-0827 UK-LDN-1

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Place	: London	**Venue**	: Radisson Blu Hotel (19-25 Granville Place, London W1H 6PA) - TBC		
Start Date	: 30-08-2027	**End Date**	: 03-09-2027	**PPP**	: £5550

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If you can't train them, you can't blame them!

Short Description:

This training program on “AI in Communication at the Workplace” is designed to equip professionals with the knowledge and skills to effectively leverage artificial intelligence in workplace communication. As AI tools become increasingly integrated into daily business operations, understanding their capabilities, limitations and ethical implications is essential. The course covers key topics including AI powered writing assistants and voice recognition technologies, as well as their impact on collaboration, decision-making and productivity. Participants will explore how AI enhances communication efficiency while maintaining human-centred practices.

Course Overview:

COURSE OBJECTIVES

By the end of this INTERSTING STATE OF THE ART training program, participants will be able to:

- Understand the fundamentals of AI tools used in workplace communication, including their functions, benefits and potential challenges.
- Develop practical skills to effectively use AI applications.
- Enhance communication clarity and efficiency by integrating AI into messaging, documentation and collaboration workflows.
- Recognise ethical and professional considerations when using AI, including data privacy, bias and the importance of maintaining human oversight.
- Adapt communication strategies and team practices to align with the evolving role of AI in organisational setting.

TARGET AUDIENCE

- Team leaders.
- HR Professionals.
- Employees across industries aiming to future-proof their communication skills in an AI-driven workplace.

Program Outline:

DAY 1: Understanding AI (Artificial Intelligence)

1. What is AI.
2. Key Concepts (Machine Learning, NPL, Generative AI).
3. Evolution of AI in digital communication.
4. Applications in Media, Marketing, PR , Internal Communications.
5. Case-Studies: ChatGPT, Grammarly, Synthesia, Jasper AI.

DAY 2: AI-Powered Content Creation & Personalisation

1. AI for writing & editing.
2. Tools demonstrations (ChatGPT, Grammarly, Jasper, Writer).
3. AI for email drafts, reports, blog posts, PR Statements.
4. AI in customer segmentation and tone adaptation.
5. Groups exercise 1: Writing & personalising a marketing email using AI.

DAY 3: Visualise & Voice AI in Communication

1. AI in Visual Communication (Canva AI, Midjourney, DALL-E).
2. AI in Design Generation (Image editing, brand asset creation).
3. AI video tools (Synthesia, Pictory, Lumen5).
4. Voice assistants & AI dubbing.
5. Groups exercise 2: Creating a short AI-generated video message using Synthesia or similar.

DAY 4: Ethics, Bias & Responsible Use

1. Bias in algorithms.
2. Transparency, misinformation & trust.
3. Data privacy, copyright & disclosure policies.
4. Responsible AI use in internal & external messaging.
5. Respond to a PR crisis involving AI misuse.

DAY 5: AI Strategy & Future Skills for Communicators

1. AI tool evaluation.
2. Skills needed (Prompt Engineering, AI Literacy).
3. Future Trends (Emotion AI, Autonomous Agents, Virtual Influencers).
4. Drafting an AI Communication Strategy for your organisation.
5. Presentations with Qs/As.