AI Landscape and Trends Training

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Duration: **1 Day**

This AI Landscape and Trends Mastery Webinar explores what recent AI developments mean for brands and their consumers. With specific examples that illustrate the power of AI and its application to marketing, it discusses how to reap the rewards. It also looks at how the expectations of customers will change as a result of the widespread adoption of AI, and how marketeers can expect to work alongside AI in future. The webinar will conclude with a question-and-answer session.

Prerequisites

Participants should have:

- A foundational understanding of digital marketing principles
- Basic knowledge of AI technologies and their applications in business
- An interest in emerging AI trends and their societal impact

Target audience

This course is designed for:

- Marketing professionals exploring AI-driven strategies
- Business leaders seeking insights into AI's role in customer engagement
- Digital transformation and innovation teams integrating AI into workflows
- Anyone interested in the intersection of AI, ethics, and regulation

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Training Outline

The Power of the Prompt: AI that empowers marketers with content creation capabilities, enhancing productivity and creativity across various formats.

Deep Fakes as AI Influencers: Examining deep fakes as AI influencers – their potential benefits and risks in delivering messages at scale.

Agentic AI: Exploring what it means to give agency to AI and its impact on marketing, especially when combined with Generative AI.

AI at the Edge: Examining the powerful synergy between AI and privacy, and the potential future applications.

AI and immersive tech: Exploring AI's impact on virtual environments and customer engagement through technological advances.

Open discussion and participant questions

Hands-on learning

This course includes:

- Real-world case studies demonstrating AI in marketing
- Interactive discussions on ethical considerations and regulatory challenges
- A guided Q&A session to explore AI’s impact on different industries

Exams and assessments

This course does not include formal assessments. However, attendees are encouraged to reflect on case studies and participate in interactive discussions.