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## AI CORPORATE COMMUNICATION

<b>Start Date:</b>	07/09/2025	<b>End Date:</b>	11/09/2025
<b>Categories:</b>	Artificial Intelligence & Er	<b>Venues:</b>	Dubai
<b>Formats:</b>	In Person	<b>Instructors:</b>	Roland Abi Najem

### OVERVIEW

This course explores how AI tools and platforms are transforming internal and external corporate communication. Participants will learn to use AI to craft messages, automate interactions, analyze sentiment, and enhance stakeholder engagement.

### OBJECTIVES

By the end of this course, participants will be able to: – Understand AI applications in corporate communication. – Use AI tools to draft and personalize employee and client messages. – Analyze communication data using AI sentiment and tone tools. – Automate FAQs, email flows, and chatbot scripts. – Improve alignment, responsiveness, and consistency in messaging.

### COURSE OUTLINE

1- Introduction to AI in Communication 2- AI-Powered Messaging and Personalization 3- Sentiment Analysis and Internal Comms Monitoring 4- Chatbots, Email Flows, and Conversational AI 5- Governance, Ethics, and Future Trends

### TARGET AUDIENCE

Corporate communication professionals, HR, PR officers, brand managers, and digital leads.

### METHODOLOGY

Tool demos, AI comms case studies, prompt-building labs, role-play simulations, and real-time sentiment testing.

### CONCLUSION

Participants will confidently integrate AI tools into corporate messaging strategies and automate communications without compromising tone or clarity.

### DAILY AGENDA

### **Day 1: AI Landscape in Communication**

Understand platforms and tools transforming corporate communication.

### **Day 2: AI Messaging Engines**

Use AI to draft announcements, scripts, and campaigns.

### **Day 3: Monitoring Tone and Sentiment**

Apply sentiment tools to assess audience response and adjust strategy.

### **Day 4: AI Chat and Email Automation**

Build chatbot and email workflows for employee and client engagement.

### **Day 5: Compliance, Ethics, and Innovation**

Explore risks and safeguards while maximizing creative opportunity.

*For more information, please contact us:*

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