PR, MEDIA AND MARKETING

MK41-1 Using AI to Enhance Public Relations and Communications

This one-day course explores how artificial intelligence is transforming the public relations landscape. Participants will gain practical insights into how AI tools can enhance media relations, content creation, stakeholder and audience engagement, and campaign measurement. The course blends strategy with hands-on application, enabling PR professionals to integrate AI effectively and ethically into their workflows.

Course Information

Duration: 1 day

London (£795): 14th September 2026, 11th January 2027, 10th May 2027, 6th September 2027, 10th January 2028

Companies nominating 3 or more delegates to attend the same programme will enjoy a special discount on the course fees.

Upon completion of one of our CPD certified courses, delegates will be awarded both an LMC certificate and a CPD certificate. No examination required.

Who is the course suitable for?

This course is designed for PR professionals, communications specialists, marketing practitioners, and anyone responsible for managing brand reputation and media relations who want to understand and apply AI in their work.

Course profile

AI Applications in Public Relations

- Explore the fundamentals of AI and its relevance to PR
- Enhance stakeholder and audience messaging using AI
- Use AI tools for content generation and press materials
- Apply AI for media monitoring and sentiment analysis
- Address ethical considerations and best practices in AI use

Competencies

At the end of this course, delegates will be able to:

- Understand the role of AI in modern public relations
- Identify key AI tools used in PR activities
- Apply AI to content creation and media relations
- Conduct data analysis and analyse stakeholder and audience sentiment with AI
- Evaluate ethical considerations and risks of AI in PR

Course Booking

Call us: +44 (0) 207 724 6007

Email us: training@lmcuk.com

www.lmcuk.com

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