AI-Powered Media Content Creation and Strategy Training Course



28 Dec 2026 - 01 Jan 2027

Rome

5800 € (Per Person)

Ref: #MED8522_193620

Course Introduction / Overview:

This course provides a comprehensive exploration of Artificial Intelligence's transformative impact on the media and content creation industries. In an era where generative AI is reshaping how we produce and consume information, this program is designed to equip professionals with the essential skills and strategic foresight needed to thrive. We will move beyond the hype to deliver practical, actionable knowledge on leveraging AI tools for text, image, audio, and video generation. The curriculum is deeply informed by the work of leading thinkers like Francesco Marconi and his insights in "Newsmakers: Artificial Intelligence and the Future of Journalism," ensuring a forward-looking perspective. Participants will learn not only the "how" of using AI but also the "why" behind strategic implementation, covering everything from content personalization and audience analysis to the critical ethical considerations and copyright challenges. BIG BEN Training Center has developed this course to be a definitive guide, empowering attendees to integrate AI seamlessly into their workflows, enhance creativity, and drive measurable results in a rapidly evolving digital landscape.

Target Audience / This training course is suitable for:

- Content Creators and Strategists.
- Marketing and Communications Professionals.
- Journalists and Editors.
- Public Relations Specialists.
- Digital Media Managers.
- Broadcasting and Production Staff.
- Advertising Executives.
- Corporate Communications Teams.

Target Sectors and Industries:

- Media and Entertainment.
- Publishing and Digital Media.
- Advertising and Marketing Agencies.
- Public Relations Firms.
- Corporate and Brand Communications.
- Broadcasting and Film Production.
- Government and Public Sector Communications.
- Technology and Software Companies.

Target Organizations Departments:

- Marketing and Digital Marketing.
- Content Creation and Editorial.
- Corporate Communications.
- Public Relations and Media Relations.
- Digital Strategy and Innovation.
- Production and Post-Production.
- Social Media Management.
- Brand Management.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive AI integration strategy for media content workflows.
- Utilize leading generative AI tools for creating high-quality text, images, and audio.
- Apply AI techniques for video editing, synthesis, and production enhancement.
- Analyze and interpret AI-driven audience data to personalize content effectively.
- Implement AI for content optimization, distribution, and performance tracking.
- Navigate the ethical landscape of AI in media, including bias, transparency, and copyright.
- Evaluate and select appropriate AI tools and platforms for specific content objectives.
- Future-proof their skills by understanding emerging trends in AI and media.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application. This course rejects passive learning in favor of a dynamic, hands-on approach where participants actively work with AI tools from day one. The program is built around a blend of expert-led instruction, interactive workshops, and real-world case study analysis. Each module includes practical exercises that challenge participants to generate and refine content using various AI platforms. Collaborative group projects will simulate real-world media team environments, encouraging participants to develop and present an AI-driven content strategy. We emphasize a continuous feedback loop, with peer reviews and instructor guidance helping to hone skills and strategic thinking. The learning environment is highly interactive, featuring Q&A sessions, open discussions on ethical dilemmas, and strategy brainstorming activities. This immersive methodology ensures that participants not only understand the theory behind AI in media but also leave with the confidence and competence to apply their new skills directly to their professional roles.

Course Agenda (Course Units):

Unit One: Foundations of AI in the Media Landscape

- Introduction to Artificial Intelligence, Machine Learning, and Deep Learning.
- The evolution of AI in media and content creation.
- Understanding different types of AI: Generative vs. Analytical.
- Key terminology: NLG, Computer Vision, and Neural Networks.
- Exploring the current ecosystem of AI content tools.
- Case studies of successful AI implementation in leading media companies.
- Ethical considerations: Bias, transparency, and accountability in AI-generated content.

Unit Two: AI-Powered Text and Audio Content Generation

- Mastering Natural Language Generation (NLG) for news, reports, and articles.
- Practical prompt engineering for creative and factual writing.
- Using AI for copywriting, editing, and content summarization.
- AI-driven tools for scriptwriting and storytelling.
- Exploring AI voice synthesis and text-to-speech applications.
- Leveraging AI for podcast production and audio editing.
- Legal aspects and copyright challenges of AI-generated text and audio.

Unit Three: AI in Visual Media Production and Synthesis

- Introduction to AI image generation models (e.g., DALL-E, Mi journey).
- Techniques for creating and refining AI-generated images for media use.
- AI-powered video editing, color grading, and special effects.
- Understanding AI-driven video synthesis and virtual presenters.
- The rise of synthetic media: Deepfakes, ethics, and detection.
- Using AI for asset management and visual content analysis.
- Integrating AI-generated visuals into a cohesive brand strategy.

Unit Four: AI-Driven Content Strategy and Personalization

- Using AI for audience segmentation and behavior analysis.
- AI-powered content personalization at scale.
- Automating content distribution and social media management.
- Leveraging AI for content performance analysis and A/B testing.
- AI-driven topic ideation and trend forecasting.
- Building a content calendar with AI assistance.
- Measuring the ROI of AI in your content strategy.

Unit Five: Future-Proofing Media with Advanced AI and Ethics

- The future of hyper-personalized media experiences.
- Integrating AI with Augmented Reality (AR) and Virtual Reality (VR).
- Developing a robust AI governance and ethics framework for your organization.
- Managing human-AI collaboration in creative teams.
- Preparing for the next wave of AI innovations in media.
- Final Project: Designing a comprehensive AI integration roadmap.
- Course review, final Q&A, and action planning.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As AI becomes more integrated into content creation, where do we draw the line between human-assisted AI and AI-authored content, and what are the implications for intellectual property and creative authenticity?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by adopting a holistic, strategy-first approach rather than focusing solely on the technical operation of specific AI tools. While participants will gain extensive hands-on experience with leading platforms, the core emphasis is on strategic integration. We teach how to think critically about where and why to deploy AI within a media workflow to achieve specific business objectives, from enhancing creativity to optimizing distribution. The curriculum is uniquely balanced, dedicating significant time to the crucial ethical, legal, and governance challenges that many other courses overlook. This ensures our participants become responsible and forward-thinking leaders in the AI-driven media landscape. Furthermore, the course content is built around contemporary, real-world case studies and future-focused analysis, preparing attendees not just for the current state of AI but for its future evolution. It moves beyond a simple "how-to" guide to become a masterclass in strategic leadership for the new era of content creation.