Datastat Research
Building Capacity in Training and Research

DATASTAT TRAINING IN

OFFICIAL COURSE PROSPECTUS

Center for Advanced Research & Professional Development

Nairobi Training Center • Global Virtual Academy • Corporate On-Site

PUBLIC RELATIONS AND COMMUNICATION

Generative AI for Communication Professionals Training Course

Comprehensive Course Syllabus, Practical Modules & Upcoming Schedules

PROGRAM SPECIFICATIONS & HIGHLIGHTS

DURATION
5 Days Practical Hands-on

DELIVERY MODES
In-Person Class & Live Virtual

CERTIFICATION
Accredited Certificate of Completion

INTAKES / DATES
Multiple Cohort Schedules Included

PREPARED FOR:

Valued Participant

Email: training@datastatresearch.org | Issued: November 21, 2026

Academic & Professional Training Year: 2026

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Generative AI for Communication Professionals Training Course

Public Relations and Communication • 5 Days Intensive • Accredited Certification

Course Overview

Generative AI for Communication Professionals Training Course equips participants with cutting-edge skills in prompt engineering, AI content creation, and strategic communication innovation, enabling them to craft impactful, scalable, and ethical communication strategies.

Key Skills & Software Tools Covered

Content generation • Automated messaging • Audience personalization • Workflow optimization

Upcoming Training Schedules

Confirmed cohort intakes and venues. Both physical in-person classroom and live virtual online seats are available.

TRAINING DATES	LOCATION / VENUE	FORMAT / DURATION	INVESTMENT (FEE)
22 Jun 2026 – 26 Jun 2026	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
22 Jun 2026 – 26 Jun 2026	Kigali	Classroom / 5d	**$3,000 USD / KES 110,000**
22 Jun 2026 – 26 Jun 2026	Dubai	Classroom / 5d	**$5,000 USD / KES 110,000**
22 Jun 2026 – 26 Jun 2026	Cape Town	Classroom / 5d	**$4,500 USD / KES 110,000**
22 Jun 2026 – 26 Jun 2026	Addis Ababa	Classroom / 5d	**$3,000 USD / KES 110,000**
22 Jun 2026 – 26 Jun 2026	Singapore	Classroom / 5d	**$5,000 USD / KES 110,000**
22 Jun 2026 – 26 Jun 2026	Istanbul	Classroom / 5d	**$5,000 USD / KES 110,000**
22 Jun 2026 – 26 Jun 2026	Bangkok	Classroom / 5d	**$5,000 USD / KES 110,000**
22 Jun 2026 – 26 Jun 2026	Accra	Classroom / 5d	**$4,000 USD / KES 110,000**
29 Jun 2026 – 3 Jul 2026	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
29 Jun 2026 – 3 Jul 2026	Kigali	Classroom / 5d	**$3,000 USD / KES 110,000**
29 Jun 2026 – 3 Jul 2026	Dubai	Classroom / 5d	**$5,000 USD / KES 110,000**

* Corporate discounts and customized cohort scheduling are available for teams of 3 or more participants.

Course Curriculum & Modules

Generative AI for Communication Professionals Training Course

Introduction

In today’s rapidly evolving digital landscape, Generative AI, AI-driven communication, and intelligent content automation are transforming how organizations engage audiences. Communication professionals are now expected to harness AI-powered storytelling, data-driven messaging, and real-time personalization to stay competitive. Generative AI for Communication Professionals Training Course equips participants with cutting-edge skills in prompt engineering, AI content creation, and strategic communication innovation, enabling them to craft impactful, scalable, and ethical communication strategies.

As industries embrace digital transformation, natural language processing (NLP), and machine learning applications, communication roles are shifting from traditional content creation to AI-augmented communication ecosystems. This training provides hands-on experience with Generative AI tools, empowering professionals to enhance productivity, improve audience engagement, and drive measurable communication outcomes while maintaining authenticity and brand integrity.

Course Duration

5 days

Course Objectives

- Master Generative AI tools for strategic communication
- Apply prompt engineering techniques for high-quality content generation
- Develop AI-powered storytelling strategies
- Enhance digital content automation workflows
- Utilize natural language processing (NLP) for audience insights
- Create personalized communication campaigns using AI
- Integrate AI in corporate communications and PR
- Improve social media engagement using AI analytics
- Build data-driven communication strategies
- Understand ethical AI and responsible communication practices
- Leverage AI for crisis communication and reputation management
- Optimize SEO content using AI-driven tools
- Measure performance using AI-powered communication analytics

Target Audience

- Corporate Communication Professionals
- Public Relations (PR) Specialists
- Digital Marketing Experts
- Social Media Managers
- Content Creators and Copywriters
- Brand Strategists
- Media and Journalism Professionals
- Marketing and Communication Students

Course Modules

Module 1: Introduction to Generative AI in Communication

- Overview of Generative AI and key technologies
- Evolution of AI in communication industries
- Key tools
- Opportunities and limitations of AI
- Case Study: AI adoption in global PR campaigns

Module 2: Prompt Engineering for Communication

- Fundamentals of effective prompt design
- Structuring prompts for different communication goals
- Tone, voice, and audience adaptation
- Iterative prompt refinement techniques
- Case Study: Improving campaign messaging using prompt engineering

Module 3: AI-Powered Content Creation

- Automated content generation
- AI for storytelling and brand narratives
- Multilingual content creation using AI
- Content scaling strategies
- Case Study: AI-generated content for digital campaigns

Module 4: Social Media & AI Integration

- AI tools for social media management
- Content scheduling and automation
- AI-driven audience engagement strategies
- Sentiment analysis and trend monitoring
- Case Study: AI-driven viral marketing campaign

Module 5: Data-Driven Communication Strategies

- Using AI for audience insights and segmentation
- Predictive analytics in communication
- Personalization using machine learning
- Dashboard and reporting tools
- Case Study: Data-driven communication success story

Module 6: AI in Corporate Communication & PR

- AI in internal and external communication
- Media monitoring and AI tools
- Crisis communication using AI
- Reputation management strategies
- Case Study: AI-assisted crisis communication response

Module 7: Ethics, Governance & AI Responsibility

- Ethical considerations in AI communication
- Bias and misinformation risks
- Transparency and accountability
- Regulatory frameworks and compliance
- Case Study: Ethical challenges in AI-generated content

Module 8: Future Trends & Innovation in AI Communication

- Emerging AI technologies and tools
- AI in immersive communication
- Automation vs human creativity balance
- Future skills for communication professionals
- Case Study: Future-ready communication strategies

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@datastatresearch.org or call +254724527104

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to DATASTAT CONSULTANCY LTD account, as indicated in the invoice so as to enable us prepare better for you.

Certification & Learning Methodology

- Hands-on practical delivery with real-world datasets, case studies, and lab exercises.
- Post-training mentorship, access to class resources, and customized follow-up support.
- Participants who successfully complete the course receive an accredited Datastat Certificate of Completion.

How to Enroll & Reserve Your Seat

1. Online Registration: Visit https://datastatresearch.org/courses/generative-ai-for-communication-professionals-training-course to register online.
2. Email Booking: Send participant details to training@datastatresearch.org for official invoice & reservation.
3. Support & Assistance: Inquire via phone +254 724 527 104 | +254 734 969 612.