



GLASSHOUSEPR

13
OF
TELLING
YOUR
YEARS STORY

PR TRAINING IN THE AGE OF AI



3-DAY EXECUTIVE PROGRAMME

info@glasshousepr.co.ke

www.glasshousepr.co.ke



PR TRAINING IN THE AGE OF AI

At Glass House PR, we believe that the future of public relations lies at the intersection of **communication, data, tech and Artificial Intelligence**. Our training programs are designed with precision, depth, and practical relevance equipping professionals and organizations across Africa to thrive in an increasingly intelligent and digital world.

We deliver structured, high-impact training modules tailored to **C-level executives, business owners, PR professionals, agencies, and other relevant stakeholders**, ensuring participants gain both strategic insight and hands-on skills.

Our approach is rooted in real-world application, helping teams not only understand modern PR, but also **build strong, visible, and credible brands**. Our clients have benefited from our training, strengthening their communication strategies and fostering more effective relationships with their audiences and stakeholders.

OUR TRAINING OFFERINGS

Executive Communication & Media Intelligence Training

- A modern approach to media training designed for today's fast-paced, digital-first world. This programme equips leaders to confidently handle interviews, manage public perception, and communicate effectively across traditional media, digital platforms, and emerging AI-driven environments.
- It also covers crisis communication, misinformation risks, and building a strong executive presence.

PR & AI Training for Executives, Business Owners, and Communication Professionals

- Practical, forward-looking sessions focused on modern PR strategies, digital communication, and how to leverage AI tools to enhance visibility, reputation, and impact.

WHY IT MATTERS NOW?

In the age of AI, communication is faster, more data-driven, and more influential than ever. Our training ensures you stay ahead; leveraging technology while maintaining authenticity, credibility, and human connection.

Book a session: info@glasshousepr.co.ke



THE TRAINING

DAY 1 : STRATEGIC INTELLIGENCE — AI, INFLUENCE & THE FUTURE OF PR

SESSION 1: THE POWER SHIFT — FROM PR TO INFLUENCE ENGINEERING

- How AI is reshaping communication power
- Narrative control in an algorithm-driven world
- Implications for leaders, brands, and institutions

SESSION 2: AI, TRUST & REPUTATION CAPITAL

- Trust as currency in the AI era
- Managing misinformation, deepfakes, and synthetic media
- Global case studies on reputation risks and wins

SESSION 3: EXECUTIVE POSITIONING IN THE INTELLIGENCE AGE

- Leaders as media channels
- Building authority and visibility
- Aligning PR with personal brand and influence

EXECUTIVE LAB

- Personal communication audit
- Identifying visibility and reputation gaps
- Defining executive positioning strategy

OUTCOMES: DAY 1

Participants shift from communicators to strategic influencers.



THE TRAINING

DAY 2: APPLIED INTELLIGENCE – AI AS A STRATEGIC PR ENGINE

SESSION 1: AI FOR NARRATIVE CONTROL & STORY DOMINANCE

- Using GPT beyond content creation
- Building narrative ecosystems
- Predicting media and public reaction

SESSION 2: MEDIA INTELLIGENCE & DATA-DRIVEN PR

- Using AI for sentiment, trends, and insights
- Precision targeting of media and stakeholders
- Turning data into influence

SESSION 3: THOUGHT LEADERSHIP AT SCALE

- AI-powered content systems
- Dominating platforms like LinkedIn
- Scaling executive visibility effectively

SESSION 4: AI AGENTS FOR COMMUNICATION & PR (ADVANCED LAB)

What Participants Will Do?

Move beyond tools and build AI-powered assistants for real communication needs.

Practical AI Agents Built

- Media Monitoring Agent – tracks mentions, summarizes sentiment, flags risks
- Content Engine – generates press releases, speeches, and social content
- Crisis Response Assistant – drafts holding statements and response strategies
- Thought Leadership System – converts ideas into articles and posts

TOOLS USED

- Custom GPTs
- workflow automation
- AI knowledge systems

HANDS-ON BUILD

Participants will:

- Design their own AI assistant
- Define inputs, outputs, and use cases
- Build a working no-code prototype

SIMULATION: HIGH-STAKES MEDIA SCENARIO

- AI-driven crisis simulation
- Real-time response and decision-making

OUTCOMES: DAY 2

Participants learn to scale communication, automate workflows, and control narratives using AI systems.



THE TRAINING

DAY 3: LEADERSHIP & IMPLEMENTATION — BUILDING AN AI-DRIVEN PR FUNCTION

SESSION 1: DESIGNING AN AI-ENABLED COMMUNICATION STRATEGY

- Embedding AI into PR workflows
- Aligning communication with business goals
- Building future-ready communication teams

SESSION 2: GOVERNANCE, ETHICS & RISK MANAGEMENT

- Responsible AI use in communication
- Managing reputational risks
- Developing internal AI policies

SESSION 3: THE FUTURE OF PR

- AI-generated media ecosystems
- The decline of traditional gatekeepers
- Preparing for the next 3-5 years

FINAL BOARDROOM PRESENTATIONS

Participants present

- AI-powered communication strategy
- Executive positioning plan
- AI assistant use case for their organization

FINAL OUTCOMES

- A clear executive positioning strategy
- A fully integrated AI-powered PR framework
- A custom-built AI assistant for communication tasks
- A reputation and crisis management plan
- Systems to scale visibility and influence efficiently

POSITIONING

This is not traditional training.

It is an executive capability and transformation programme for the AI era.