AETHEIS Technology Different

AI for Marketing and Communication

Content, campaigns and measurement

THE PROBLEM

AI produces content fast, and most of it sounds like everyone else's. Teams need a brand voice the AI respects, and a way to measure what works.

YOU LEAVE WITH

1. A reusable brand-voice prompt built from your guidelines.
2. An on-brand asset set for a real campaign.
3. A campaign plan with test variants and measures.

LEARNING OUTCOMES

- Turn brand guidelines and best content into a reusable brand-voice prompt.
- Produce an on-brand asset set for a real campaign and check it against the brand.
- Plan the campaign's test variants and measures.

DURATION
Half-day, 08:30 to 12:30

HANDS-ON
3h15 practice, 0h30 theory (13%)

FORMATS
Public or in-house

GROUP SIZE
10 to 20 participants

LANGUAGE
English; French on request

TOOLS
Laptop; the AI assistant your organisation uses

ATTESTATION
Certificate of attendance

WHO SHOULD ATTEND

Marketing and communication teams, brand managers and small-business owners.

WHERE THIS SITS ON THE PORTOLAN ROUTE

Every AI course can feed a Portolan roadmap

1 · next	2	3	4	5	6
Session	Bearings	Route	First Crossing	Fleet	Harbour

PROGRAMME

Time	Block	Theory	Practice
08:30–10:15	**Content that stays on brand.** Brief first; brand voice; rights and disclosure	15 min	90 min
10:30–12:30	**Campaign and measurement.** Audience insight, test design, three measures	15 min	105 min
Total	Breaks not counted	**0h30**	**3h15**

LABS, ON YOUR OWN MATERIAL

Brand voice and assets
Your prompt, then a post, an email and ad copy.

Campaign plan
Two variants, three measures, peer critique.

WHAT TO BRING

Brand guidelines, three pieces of content you are proud of, and a campaign planned for next quarter.

AFTER THE COURSE

Atlas, the AI coach on Learn N' Succeed, follows up at day 3, 7 and 30. Your work and the prompt kit stay in your space and can feed a Portolan roadmap.

LEARNING PATH

BEFORE	THIS COURSE	AFTER
FLU1 Generative AI Essentials	**MKT1 AI for Marketing and Communication**	FLU5 Custom AI Assistant Design

FORMATS AND PRICE

Rs 18,000 · €350 · USD 400
per participant

Half-day, excluding VAT; refreshments and materials included
Public sessions through the year
In-house on request, 10 to 20 participants

Not sure where to start?
Book the Portolan 20-minute call →
aetheis.com/portolan