

---

# AI Workshop

## Workshop/Seminar/Course Outlines:

### **Mastering ChatGPT, Perplexity, Google Gemini, and other AI tools**

This workshop will equip media professionals with practical skills to harness the power of cutting-edge AI tools. Attendees will learn how to efficiently use these platforms for research, content creation, and data analysis while maintaining journalistic standards.

### **Using AI for Research and Information Gathering**

Explore how AI tools like ChatGPT can assist journalists in gathering and analysing information quickly, from summarising complex reports to planning and outlining stories. This will cover best practices for using AI to enhance traditional research methods while maintaining accuracy and avoiding bias.

### **Using AI for Content Generation and Story Ideation**

How AI can be used for generating content ideas, headlines, or even drafting parts of articles. Journalists will learn to leverage AI tools for brainstorming story angles, automating routine tasks, and improving creative processes while maintaining journalistic integrity.

### **Using AI for Storytelling**

This workshop explores how AI tools can revolutionize storytelling for media practitioners by enhancing creativity, streamlining content production, and offering new ways to engage audiences. Participants will learn how to use AI to assist in narrative development, data-driven stories, and multimedia integration. The session will also cover AI's role in automating routine tasks, generating personalized content, and identifying emerging trends, all while preserving the art of authentic storytelling and journalistic integrity. Hands-on exercises will guide attendees in applying AI tools to craft compelling, innovative stories.

### **AI for journalists and content creators**

This comprehensive workshop equips journalists and media professionals with the skills to integrate AI technologies into their newsrooms, all while upholding ethical standards and journalistic integrity

---