Supercharging Your Marketing with AI: Workshop Outline

1. **Warm Up & Introduction to AI-Led Brand Management (1 hour):**

   - Welcome and Introductions.
   - Workshop Overview & Objectives.
   - Understanding AI in Brand Management: An interactive presentation on AI applications in marketing, focusing on text generation, image creation, and video production.
   - Showcase Examples: Successful AI-driven marketing campaigns and brand visuals.

2. **Writing a Strong Brief (1 Hour):**

   - Foundations of a Strong Brief: Key components and importance.
   - AI Tool Demonstration: How AI can enhance briefs by sharpening audience definitions and insights.
   - Group Activity: Each group receives a sample brief and uses AI tools to create a more comprehensive version, focusing on enriching key elements.

3. **Creating Winning Ideas (1.5 Hour):**

   - Brainstorming with AI: Use ChatGPT to generate multiple creative concepts based on the enhanced brief, including storylines, slogans, and ad copy variations.
   - Idea Filtering & Selection: Techniques like dot-voting or elimination rounds to prioritize and refine generated ideas.

4. **Mapping User Journeys (1.5 Hours):**

   - Goal: Develop a detailed brand plan to change brand perception or convert users.
   - User Journey Mapping with AI: Guide participants through creating detailed user journeys using AI tools, focusing on touchpoints and user interactions.

5. **Accelerating Creativity (2 Hours):**

   - Introduction to AI Tools: Overview of DALL-E 2 for image generation and RunwayML for video creation.
   - Hands-on Group Activity.
   - Creating Key Visuals: Using DALL-E 2 to generate images based on text descriptions.
   - Developing Short Videos: Using RunwayML to create short video ads, including uploading images, adding text elements, and selecting music/sound effects.
   - Prompting Structures: Techniques for effective AI prompts to enhance creative output.

6. **Wrap-up & Action Planning (30 Minutes):**

   - Showcase Group Outputs: Presentation of final visuals and video ads with feedback from peers and instructors.
   - Key Takeaways & Resources: Recap of learning points and resources for further exploration.
   - Action Planning: Outline how participants can integrate AI tools into their current workflows.
   - Q&A Session & Closing Remarks

This workshop structure ensures participants gain hands-on experience with AI tools, enhancing their ability to manage brands effectively using AI-driven strategies.