MOOV AI

Course outline :
Immersive AI for marketing and communications team

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Overview

This immersive 7-hour training course takes you to the heart of new marketing and communications practices enriched by artificial intelligence. Through multi-channel campaign simulations and creative role-playing, you'll explore how AI is radically transforming customer engagement and brand storytelling. Participants are immersed in real-life scenarios that reflect today's marketing challenges: large-scale personalization, predictive analysis of customer behavior, customer journey optimization, and dynamic content creation. You'll learn how to leverage AI to refine your audience segmentation, automate your marketing campaigns, generate relevant content, and measure the impact of your actions with unprecedented precision. This unique experience fuses strategic creativity with the power of generative AI, accompanied by personalized coaching and in-depth analysis of your marketing strategies. You'll emerge with a mastery of AI tools that will redefine your marketing and communications approaches, enabling you to achieve your objectives with greater efficiency and innovation.

Who should attend

This course is specially designed for marketing and communications professionals who want to revolutionize their sales approach:

- Marketing directors and managers looking to optimize their strategies with AI
- Content managers looking to automate and personalize their production
- Social media specialists looking to maximize community engagement
- Brand managers looking to innovate their communications strategy
- Marketing analysts looking to refine their understanding of behavioral data
- Creative advertisers looking to explore new frontiers in campaign design

Key information

- **Duration**: 7 hours
- **Level**: Intermediate - Advanced
- **Training series**: Immersion
- **Languages**: French or English

- **Delivery format**: Virtual or Face-to-face
- **Delivery mode** : Synchronous, trainer-controlled
- **Session type**: Private group training
- **Group size:** 8 to 16 participants
- **Possible certification:** AI Expertise

Prerequisites

- Amplification training

Overall training objectives

- **Advanced use of generative AI tools**
  Use multiple AI tools simultaneously for advanced workflows, optimize in real time, adjust based on feedback, and handle the unexpected efficiently.

- **Applying generative AI to complex situations**
  Analyze complex situations to identify AI interventions, evaluate results under stress, adapt approaches according to constraints, detect biases, and establish links for innovative solutions.

- **Making strategic decisions with generative AI**
  Prioritize complex actions, justify the use of AI, evaluate solutions in real time, argue choices in front of stakeholders, and constructively criticize peers' approaches.

- **Creating optimized solutions with generative AI**
  Design innovative solutions, develop adaptive strategies, create advanced protocols and optimized workflows, and generate creative approaches to solving complex problems with AI.

Skills acquired

At the end of this course, participants will be able to:

Apply

- Mobilize several AI tools simultaneously in complex situations

- Execute advanced AI-integrated workflows under time constraints
- Implement optimization strategies in real time
- Dynamically adjust the use of tools according to feedback received
- Efficiently manage unforeseen AI situations

Analyze

- Deconstruct complex professional situations to identify AI intervention points
- Critically examine results produced under stressful conditions
- Differentiate optimal approaches according to situational constraints
- Detect potential biases and errors in AI outputs
- Establish connections between different problems to develop innovative solutions

Evaluate

- Prioritize actions in complex multi-factorial situations
- Justify strategic choices when using AI under pressure
- Evaluate the relevance and quality of solutions generated in real time
- Argue decisions taken in the face of diverse stakeholders
- Constructively criticize the approaches used by their peers

Create

- Design innovative solutions combining multiple AI tools
- Develop adaptive intervention strategies in complex situations
- Develop advanced AI protocols
- Generate creative approaches to solve novel problems

Teaching methods

- Simulations and complex situations
- Practical exercises
- Group discussions

Assessment and certification

CERTIFICATE OF ATTENDANCE
A certificate of attendance is systematically issued to each participant at the end of the course. This official document is sent to you directly after the trainer has validated your attendance.

AI MASTERY CERTIFICATION BADGE
To make the most of your new skills, we offer you the opportunity to earn our '**AI Expert** certification badge. This certification is obtained by validating an online test that evaluates your understanding of the key concepts covered during the training course. The badge is issued by Moov AI as soon as you achieve a minimum score of 75% on the validation test. This certification provides official proof of your mastery of the fundamentals of AI, and can be shared on your professional networks

Detailed course outline

In this one-day simulation, participants are immersed in an advertising creative challenge where they must design a complete campaign for the launch of an innovative new product. The initial context places participants in the role of a creative team tasked with developing all aspects of a multi-channel advertising campaign, intelligently using AI as a creative partner every step of the way.

The day begins with a presentation of the creative brief and campaign objectives. Teams first discover how to use AI to enrich their research and inspiration phase, analyzing market trends, consumer behavior and competing campaigns. They learn how to collaborate with generative AI tools to quickly explore different creative directions and advertising concepts, while maintaining a coherent and authentic artistic vision.

Over the course of the day, the scenario evolves through the different phases of advertising creation. Participants use AI to generate and refine ad hooks, create striking visuals, develop scripts for different formats (video, audio, social media), and even test different variations of their message. New elements regularly add complexity to their mission: customer feedback requiring rapid adjustments, changing budget constraints, the emergence of new media opportunities, or unforeseen reactions during simulated consumer tests.

The teams work with a comprehensive set of specialized AI tools: text generation platforms for creative writing, visual creation tools for graphic design, predictive analytics solutions to assess the potential impact of messages, and A/B testing platforms to optimize their creations. At every stage, they receive feedback from creative experts who guide them in using AI ethically and effectively, while preserving the originality and authenticity of their creative vision.

The simulation places particular emphasis on balancing the power of AI with human creative sensitivity. Participants learn to use AI as a tool to amplify their creativity rather than as a substitute, retaining control over strategic creative decisions. They discover how AI can speed up certain repetitive tasks, enabling them to devote more time to innovation and creative refinement.

The day concludes with a presentation of the campaigns developed, where each team not only unveils their final creations, but also shares their AI-enhanced creative process, the challenges encountered, and the strategies developed to maintain the balance between technological efficiency and creative excellence. This immersive experience allows participants to leave with a practical understanding of how AI can be integrated into the advertising creative process, ready to revolutionize their approaches in their professional context.