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COURSE BROCHURE

Advanced AI-Powered Content Creation Training Course

25 July – 5 August 2027
Doha

Advanced AI-Powered Content Creation Training Course

Ref: 23_602 **Date:** 25 July – 5 August 2027 **Location:** Doha **Fees:** 11700 GBP

AI-Powered Content Creation is a 2-week advanced training course for content strategists, marketing communications managers and editorial leads who will assemble an AI content operations playbook for their brand. Generative models now draft, adapt and repurpose copy, images and video faster than any newsroom or marketing desk, which makes editorial judgement, accuracy and disclosure the deciding factors. Jupiter Prime Training delivers this AI-Powered Content Creation course for senior content owners.

Why AI-Powered Content Creation Matters Now

Three pressures shape this field today: audiences and platforms demanding more formats at higher frequency, search and answer engines rewarding original, verifiable expertise over volume, and growing expectations that synthetic media is labelled honestly. A brand that directs generative tools well publishes faster with a consistent voice and fewer corrections; one that lets them run loose risks factual errors, copyright disputes and reputational damage. The course draws on ISO/IEC 42001, the AI management system standard, and the NIST AI Risk Management Framework NIST AI RMF for its quality and disclosure controls.

Who Gains Most from AI-Powered Content Creation

- Leaders who set content strategy, editorial calendars and channel mix
- Leaders accountable for brand voice, tone and style guides
- Leaders who approve published claims, sources and corrections
- Leaders responsible for content performance reporting and audience insight
- Leaders who commission agencies, freelancers and creative production

A marketing communications department gains most when its content strategist, managing editor and brand lead attend together, because prompt libraries, voice rules and review gates only hold when the people who write, approve and measure share one editorial standard.

AI-Powered Content Creation Capabilities

Participants learn to direct generative models as an editor directs writers: with briefs, style rules, verification and measurable standards.

- Design prompt libraries and reusable templates for long-form, social, video and visual formats — content production leads
- Calibrate generative output to a documented brand voice using examples and style constraints — brand and communications owners
- Build a fact-checking and source-verification gate for machine-drafted copy — editors approving publication
- Specify disclosure, consent and rights rules for synthetic text, images and audio — legal and audience trust
- Test content variants against engagement and search performance indicators — marketing investment decisions
- Assess generative tools and vendors against quality, security and cost criteria — procurement and technology owners

Key AI-Powered Content Creation Terms

- Prompt engineering — the craft of structuring instructions, context and examples so a generative model produces usable, on-brief output.
- Brand voice model — a documented set of tone, vocabulary and style rules used to steer and check generated copy.
- Hallucination — a fluent but false or unsupported statement produced by a generative model, requiring human verification before publication.
- Retrieval-augmented generation — a technique that grounds a model's answer in approved source documents to reduce invented facts.
- Content provenance — metadata and labelling that record how a piece of content was created and whether AI was involved.
- Content atomisation — breaking one core asset into many channel-specific pieces such as posts, clips, summaries and visuals.

AI-Powered Content Creation Day by Day

Day 1: The Generative Content Landscape

- Generative Model Families for Text, Image, Audio and Video — Format Choices
- Audience Attention Shifts Across Channels — Where Generated Content Fits
- Answer Engines and Search Visibility — Writing for AI Summaries
- Synthetic Media Risk Map — Reputational and Rights Exposure
- Content Maturity Self-Assessment — Readiness of the Editorial Function

Day 2: Prompt Engineering for Editorial Teams

- Role, Context, Task and Format Prompt Structure — Consistent First Drafts
- Few-Shot Examples and Style Exemplars — Steering Tone Precisely
- Chain-of-Thought and Outline-First Prompting — Long-Form Article Structure
- Prompt Library Versioning — Reuse Across Writers and Campaigns
- Prompt Failure Diagnosis — Fixing Vague, Repetitive or Off-Brief Output

Day 3: Brand Voice Tuning and Style Control

- Voice Attribute Matrix — Defining Tone Boundaries for Generated Copy
- Style Guide Conversion Into Model Instructions — Enforceable Writing Rules
- Custom Assistants and Fine-Tuning Options — Choosing a Voice Approach
- Bilingual and Localised Voice Checks — Cultural Fit of Messages
- Voice Drift Scoring — Detecting Off-Brand Generated Content

Day 4: Long-Form and Thought Leadership Production

- Research Briefs With Retrieval-Augmented Generation — Grounded Expert Articles
- Interview Transcripts to Feature Drafts — Preserving Subject-Matter Insight
- White Paper and Report Structuring — Argument Flow and Evidence
- Human Expertise Layering — Where Editors Add Original Judgement
- Readability and Clarity Metrics — Editing Generated Drafts for Audiences

Day 5: Multi-Format Repurposing and Visual Assets

- Content Atomisation Maps — One Asset Into Channel Variants
- Image Generation Briefs — Composition, Brand Palette and Usage Rights
- Short Video Scripts and Storyboards — Platform-Specific Hooks
- AI Voice-Over and Audio Summaries — Accessibility and Consent
- Asset Tagging and Library Metadata — Retrieval for Future Campaigns

Day 6: Editorial Workflows and Review Gates

- Content Supply Chain Mapping — From Brief to Publication
- Human-in-the-Loop Review Stages — Who Approves Which Content Types
- Editorial Calendar Automation — Scheduling and Capacity Balancing
- Agency and Freelancer Briefing With AI Guidelines — External Quality
- Turnaround and Revision Tracking — Bottlenecks in the Content Pipeline

Day 7: Fact-Checking, Sources and Accuracy

- Claim Extraction and Verification Checklists — Catching Hallucinated Facts
- Source Hierarchy and Citation Rules — Trustworthy Evidence Standards
- Quotation and Statistic Validation — Protecting Credibility
- Corrections and Retraction Protocols — Handling Published Errors
- Plagiarism and Similarity Screening — Originality Before Release

Day 8: Disclosure, Rights and Responsible Content

- AI Disclosure Labelling Policy — Audience Transparency Decisions
- Copyright and Licensing of Training and Output — Rights Clearance
- Content Provenance Metadata — Recording How Assets Were Made
- Likeness, Voice and Consent Rules — Synthetic People in Media
- ISO/IEC 42001 and NIST AI RMF Controls — Content Risk Accountability

Day 9: Content Performance Measurement

- Engagement, Conversion and Dwell Metrics — Judging Generated Content
- A/B and Multivariate Testing of Variants — Headline and Format Choices
- Search and Answer Engine Visibility Tracking — Organic Reach Decisions
- Cost per Asset and Cycle Time Analysis — Production Efficiency
- Content Decay Audits — Refreshing or Retiring Underperforming Pages

Day 10: Practising the AI Content Operations Playbook

- Prompt Library Applied to a Live Campaign Brief — Draft Quality
- Voice Drift Scoring Applied to Recent Published Output — Style Fixes
- Verification Gate Applied to a Long-Form Draft — Accuracy Sign-Off
- Variant Test Plan Applied to a Channel Launch — Measurement Design
- AI Content Operations Playbook Assembly — Roles, Gates, Disclosure and Metrics

Applying AI-Powered Content Creation After the Course

- Build a versioned prompt library for the three most frequent content formats and trial it with two writers on one campaign.
- Introduce a claim-verification checklist into the approval stage for all machine-drafted long-form articles and log the errors it catches.

AI-Powered Content Creation Questions FAQ

What is AI-powered content creation, and why does it matter now?

It is the use of generative models to research, draft, adapt and repurpose content under editorial control. It matters now because output volume is no longer the constraint; accuracy, brand voice and honest disclosure decide whether audiences and answer engines trust what a brand publishes.

Which roles gain most from AI-powered content creation training?

Senior content owners gain most: content strategists, managing editors and marketing communications managers. You benefit if you approve what is published, own the brand voice or answer for content performance across channels.

How does advanced AI-powered content creation differ from an introductory generative AI course?

It assumes basic tool familiarity and focuses on running content at scale. An introductory course explains what generative tools do, while this course builds prompt libraries, voice controls, verification gates, disclosure rules and performance testing for a whole editorial function.

What do you bring back from AI-powered content creation training?

You bring back an AI content operations playbook. It sets out prompt libraries, brand voice rules, review gates, fact-checking steps, disclosure labelling and the metrics used to judge generated content.

AI-Powered Content Creation: The Way Forward

The AI content operations playbook first informs which content formats move to AI-assisted production and which stay fully human-written. Managing editors use it to assign review gates, brand leads to police voice, and marketing analysts to compare variants. After the first campaign, revisit the disclosure rules, as audience expectations and platform labelling requirements change quickly.