



APPROVED HRD CORP
TRAINING PROGRAM
NO 10001307000



AI

FOR MARKETING, MEDIA & ADVERTISING

Workshop

BY INDHRA SEGHR

27th July, 2023

8.30am - 5.30pm

Eastin Hotel

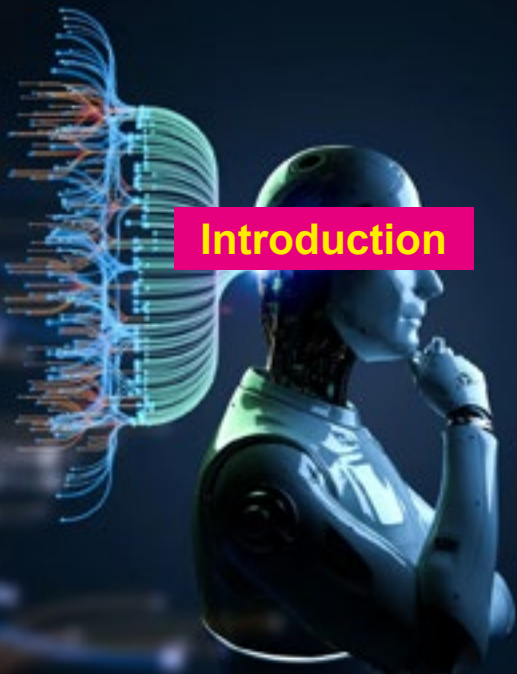
FOR ENQUIRIES:

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Introduction

Artificial intelligence (AI) is changing the way that marketers are interacting with their customers. But how can professionals in the marketing, media, and advertising industries take advantage of this technology without being a multibillion-dollar company?

In this action-packed course from Indhran Indhraseghar, learn how AI is reshaping marketing and how you can take advantage of new and innovative tools. This event is designed for who want to gain practical, actionable insights into the fast-evolving world of artificial intelligence.

OUR PROGRAM IS DIVIDED INTO FOUR KEY SECTIONS:

1. Understanding AI: We'll start by exploring the basics of AI, understanding key concepts and terminologies, and discussing how it's revolutionizing the marketing, media, and advertising industries.

2. Exploring Applications of AI: We'll take a deep dive into how AI is being utilized in the industry, looking at areas like customer insights, personalization,

marketing automation, content creation, media buying, and ad targeting.

3. Hands-on Experience: The best way to learn is by doing, so you'll be engaged in several hands-on activities. These activities will help you identify AI opportunities in your organization, create an AI roadmap, and prepare a compelling AI pitch for your stakeholders.

4. Responsible AI: Finally, we will explore the ethical considerations when implementing AI, including transparency, privacy, and responsible AI practices. By the end of this workshop, you will not only have a comprehensive understanding of AI's role in your industry but will also be equipped with the tools and insights to harness its power effectively.

Objectives

The workshop has the following key objectives:

1. Understand AI: To help participants gain a comprehensive understanding of AI, its key concepts, and its applications in marketing, media, and advertising.

2. Explore Real-World Applications of AI: To showcase how AI is transforming the industry by providing deep-dives into its use in customer insights, personalization, marketing automation,

content creation, media buying, and ad targeting.

3. Hands-on Learning: To enable participants to apply their understanding of AI in hands-on activities, helping them identify potential AI opportunities in their organizations and develop an actionable AI roadmap.

4. Understand Responsible AI Practices: To enlighten participants about the ethical considerations surrounding AI,

the importance of transparency and privacy, and best practices for responsible AI implementation.

5. Equip with Tools for AI Adoption: To equip participants with the necessary knowledge and tools to prepare their organization for AI integration and overcome common roadblocks in AI adoption.

6. Networking: To facilitate networking opportunities among

participants to share ideas, experiences, and potentially form future professional relationships or collaborations.

By the end of the workshop, participants should have a solid understanding of how to leverage AI in their work, create an AI strategy, and pitch AI projects to stakeholders, all while adhering to responsible AI practices.



ABOUT THE

TRAINER

INDHRA SEG HAR AKA INDHRAN

Storytelling and Communications Expert

Indhran Indhraseghar is an author, speaker, and AI Marketing expert based in Singapore. His private client list includes billion-dollar brands such as P&G, Citibank, DHL, Shell, and Tata.

WHAT IT'S LIKE TO WORK WITH INDHRAN

With over 15 years in communications and sales training, Indhran understands how to make meaningful connections with audiences. He delivers high-energy keynote presentations that challenge audiences to leverage their focus and pay attention to what matters most at work and in life.

He knows how to work a platform, connect with a crowd and provide training so that others can effectively do the same. Indhran works with individuals and organizations to amplify their communication, connection and confidence so they can make an influential impact on the world. He engages groups from the moment he steps in front of them and leaves them with empowering tools and focused mindsets.

WHAT MAKES INDHRAN DIFFERENT

Indhran started his AI journey in 2016 as CMO of a Houston based AI solutions provider. He has also led a global Digital Transformation program for 33,000 employees serving 10 million customers for one of the world's largest financial institutions. Indhran knows how to make AI approachable, easy to understand and easier to act upon.

EDUCATION

Indhran has a Degree in Accounting and Finance from Strathclyde University, Scotland with a Postgraduate Diploma from the Chartered Institute of Marketing, United Kingdom. He is a Certified Prompt Engineer and Large Language Model expert.

EXPERTISE

SPEAKING TOPICS

Artificial Intelligence
Digital Transformation
Prompt Engineering
(LLM)
AI Powered Selling
AI SEO Storytelling
Positioning & Messaging

INDUSTRIES

Deep Technology
Financial Services
Professional Services
Food & Beverage
FMCG
Pharmaceutical
Education

Contact Information

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COURSE OUTLINE

0830 AM REGISTRATION

0900 AM WORKSHOP SESSION 1: DEMYSTIFYING AI AND UNLEASHING ITS POTENTIAL IN MARKETING, MEDIA, AND ADVERTISING

Kickstart: Unlocking AI's Potential

- Interactive Session: Let's get acquainted
- Setting the Scene: Your takeaways from the workshop
- Birds-eye View: The AI spectrum in the marketing industry

Opening Note: How AI is Revolutionizing Marketing, Media, and Advertising

- Real-world Insights: Case studies that illustrate AI success
- The AI Disruption: An open discussion

Decoding the AI Ecosystem

- Categorizing AI: Unraveling AI technologies prevalent in the industry
- The AI Lingo: Unpacking key AI terminologies and techs
- The AI Trajectory: Charting the evolution and prospective future of AI in the industry

10.30 AM COFFEE BREAK

10.45 AM MID MORNING SESSION

Deep-Dive: Decoding AI's Role in Customer Insights and Personalization

- The Power of AI in customer segmentation and predictive analytics
- Crafting Unique Customer Experiences with AI
- AI Success Stories

Deep-Dive: Automating Marketing and Enhancing Customer Engagement with AI

- Understanding Chatbots and AI-enabled customer services
- How AI is rewriting the rules of Email marketing
- Making Social Media Work for You with AI

Hands-on Session: Spotting AI Opportunities in Your Organization

- Pinpointing problems where AI can be a game-changer
- Team Discussions: Share your ideas

MORNING SESSION DEBRIEF AND Q&A

0100 PM LUNCH

WHO SHOULD ATTEND

Marketing, Media, and Advertising Professionals, Business Leaders and Decision Makers, Marketing and Advertising Agencies, Digital Transformation and Innovation Teams, Startups in the Marketing, Media, and Advertising Spaces, Data Analysts and Scientists, Educators and Students

The workshop content will be tailored in a manner that it is useful for both beginners and those with some foundational knowledge of AI. The hands-on activities and discussions will ensure that participants of all levels leave with actionable insights.

COURSE OUTLINE

0200 PM WORKSHOP SESSION 2:

TRANSFORMING KNOWLEDGE INTO ACTION: IMPLEMENTING AI

Deep-Dive: AI in the Realm of Content Creation and Programmatic Advertising

- How AI can turbocharge content creation and optimization
- A Close Look at Programmatic Advertising
- AI Success Stories

Deep-Dive: AI's Role in Media Buying and Ad Targeting

- The AI Edge in Data-Driven Media Buying
- Understanding the Mechanics of AI-driven Ad Targeting
- AI Success Stories

Hands-on Session: Crafting an AI Roadmap for Your Marketing Strategy

- Step-by-step Guide: Designing an AI project
- Team Discussions: Share your ideas

0 3.15 PM COFFEE BREAK

KEY TAKEAWAYS

After attending the "AI for Marketing, Media & Advertising" workshop, participants should walk away with the following key takeaways:

Understanding of AI

A firm grasp on the key concepts, terminologies, and technologies associated with AI and its practical applications in marketing, media, and advertising.

Real-World AI Applications

Comprehensive insights into how AI is used in customer insights, personalization, marketing automation, content creation, media buying, and ad targeting, including case studies of successful applications.

Hands-On Experience

Practical experience in identifying AI opportunities, creating an AI roadmap, and preparing an AI pitch, all of which can be directly applied in their organizations.

Knowledge of Responsible AI Practices

An understanding of the ethical considerations associated with AI, the importance of transparency and privacy, and a set of best practices for responsible AI implementation.

Preparation for AI Adoption

A concrete plan for preparing their organization for AI adoption, including an understanding of the necessary infrastructure, skills, and resources, as well as strategies for overcoming common roadblocks.

Expanded Network

New professional relationships with other participants and industry experts, leading to potential future collaborations and knowledge sharing.

These takeaways aim to empower participants to effectively implement AI within their marketing, media, and advertising strategies, while also considering ethical implications and potential challenges.

03.30 PM LATE AFTERNOON SESSION

Responsible AI: Unpacking AI Ethics in Marketing, Media and Advertising

- A Primer on AI Bias and Ethics
- Transparency and Privacy: Why it matters
- Responsible AI: Best Practices

Gear Up: Preparing Your Organization for AI Integration

- How to introduce AI into your organization
- Assessing your Infrastructure, Skillset, and Resources for AI
- Overcoming the Roadblocks to AI Integration

Hands-on Session: Making a Strong Case for AI in Your Organization

- Craft a compelling pitch for AI investment
- Team Discussions: Share your ideas

Afternoon Session Debrief, Key Takeaways, and Q&A

05.30 PM END OF WORKSHOP



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MEDIA & ADVERTISING**
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REGISTRATION FORM

APPROVED HRD CORP TRAINING
PROGRAM
NO 10001307000

DATE

27th July 2023

TIME

8.30 - 5.30 PM

VENUE

EASTIN HOTEL

Pusat Dagang, 13, Jalan 16/11,
Seksyen 16, 46350 Petaling
Jaya, Selangor Darul Ehsan

ADMISSION FEE

RM1,650.00 + 6% SST
per pax

CONTACT PERSON INFORMATION

FULL NAME : _____

NRIC NUMBER : _____

DESIGNATION : _____

ORGANISATION : _____

CONTACT NUMBER : _____

EMAIL : _____

ADDRESS : _____



PARTICIPANT DETAIL

FULL NAME : _____

(AS PER IDENTITY CARD)

NRIC NUMBER : _____

DESIGNATION : _____

ORGANISATION : _____

CONTACT NUMBER : _____

EMAIL : _____

ADDRESS : _____

CHEQUE MADE PAYABLE TO:

**SLEDGEHAMMER
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SDN BHD** 289967-W

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Malaysia

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2-14389-000-10505

Swift Code: RHBBMYKL

PARTICIPANT DETAIL

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(AS PER IDENTITY CARD)

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**Registration & Payment for
Non HRD Corp Employer**

- Full payment is required upon registration.
- Registrations without full payment will be treated as provisional and will not be guaranteed a training place.

Payment can be made via a crossed cheque payable to 'Sledgehammer Communications (M) Sdn Bhd' at least 7 days before conference commencement.

**Registration & Payment for
HRD Corp Employer**

- HRD Corp Employer is to apply HRDC training grant through e-Tris portal under HRDC Claimable Courses (SBL Khas).
- Workshop registration is confirmed upon receipt of HRD Corp notification on training grant approval
- Participants are required to attend 75% of the total training hours as per HRD Corp requirement. In the event of non-compliance, we will invoice the Employer for the full amount of registration fee incurred.

NO CANCELLATION is allowed but a replacement participant can be sent. Sledgehammer Communications (M) Sdn Bhd reserves the right to change the workshop programme due to unforeseen circumstances.