Course : Guiding the Use of AI in Corporate Communications

Challenges, Tools, and Ethics for Public and Nonprofit Organizations

Practical course - 2d - 14h00 - Ref. MLD

Price : 1470 € E.T.

NEW

Artificial intelligence is profoundly transforming the communication practices of public organizations, healthcare facilities, medical-social institutions, and the nonprofit sector. Beyond the potential gains in efficiency, its use raises specific issues regarding neutrality, transparency, regulatory compliance, and maintaining public trust. This training course provides participants with a clear understanding of the opportunities and limitations of generative and agent-based AI, helps them identify relevant applications for their organization, and enables them to establish an appropriate governance framework.

Intended audience

Communications directors, communications managers, communications officers, public relations managers, editorial managers, digital communications managers, and communications professionals at local governments, government agencies, public institutions, healthcare and social service facilities, associations, and foundations.

Prerequisites

None

Practical details

Methodological insights illustrated with examples from the public, medical-social, and nonprofit sectors. Interactive presentations and live demonstrations of generative AI tools. Case studies, hands-on exercises, collaborative workshops, and professional role-playing scenarios. Risk/value matrix templates, checklists, and a framework for an AI usage policy. Sharing of experiences and user feedback among participants.

Course schedule

PARTICIPANTS

Communications directors, communications managers, communications officers, public relations managers, editorial managers, digital communications managers, and communications professionals at local governments, government agencies, public institutions, healthcare and social service facilities, associations, and foundations.

PREREQUISITES

None

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

1 Understanding Generative AI and Its Implications for Corporate Communications

- Identify the main categories of artificial intelligence and their current applications
- Explain how a language model works and the mechanisms behind content generation
- Distinguishing Between Generative AI, Multimodal AI, and Agent-Based AI
- Recognizing the Limitations of AI: Hallucinations, Bias, Lack of Context, and Factual Errors
- Analyze trends in AI adoption in the public, healthcare, and nonprofit sectors

Hands-on work

Interactive quiz to assess knowledge; group analysis of real-world use cases; pair exercise comparing human-generated content with AI-generated content; group debriefing on the observed benefits, limitations, and organizational impacts.

2 Understand the regulatory and ethical framework and the associated responsibilities

- Identify the key obligations under the GDPR that apply to the use of generative AI
- Explain the impacts of the European regulation on artificial intelligence (AI Act)
- Incorporate digital accessibility and transparency requirements into the content produced
- Assessing the editorial and legal responsibilities associated with the use of AI
- Prevent risks related to confidentiality, sensitive data, and intellectual property
- Integrate considerations regarding digital restraint and environmental footprint into the organization's use of AI
- Identifying Digital Sovereignty Requirements: Selecting Solutions That Comply with Public Standards and Ensuring Control Over Institutional Data

Hands-on work

Case study in small groups focusing on several scenarios involving the use of AI; analysis of regulatory risks; identification of non-compliance issues; group debriefing; and development of a checklist applicable within the organization.

TEACHING AIDS AND TECHNICAL RESOURCES

• The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
• At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
• A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

3 Identify high-value-added use cases and produce institutional content using AI

- Mapping relevant uses of AI according to different types of institutional communication
- Use query formulation techniques to obtain reliable and actionable results
- Draft press releases, web content, social media posts, and briefing notes
- Adapt the generated content to the organization's editorial guidelines and institutional voice
- Check the quality, relevance, and consistency of content before publication

Hands-on work

Individual exercises in AI-assisted writing; a workshop on rephrasing and improving content; group work on drafting an institutional press release; critical cross-analysis of the participants' work; and applying these skills to professional scenarios provided by the participants.

4 Ensuring Safe Use: Misinformation, Deepfakes, and Maintaining Trust

- Identify the main risks of information manipulation associated with AI
- Identify signs of artificially generated or potentially misleading content
- Verify the accuracy of the information produced before publication
- Implement human validation and quality control procedures
- Define the actions to be taken in the event that falsified content or a deepfake is disseminated

Hands-on work

Analysis of a corpus consisting of texts, images, and multimedia content; exercise in identifying risks and biases; group crisis management simulation; development of a pre-publication verification procedure; presentation of findings and collective debriefing.

5 Select the Right Tools and Establish Responsible AI Governance

- Compare the leading AI tools for corporate communications
- Identify the criteria for selecting a solution based on needs, security, and data sovereignty
- Define the rules of use, roles, and responsibilities within the organization
- Defining the Framework for Human Oversight of Agent-Based AI Applications: Validation Workflow, Decision Traceability, and Editorial Responsibility
- Develop an AI usage policy and a deployment roadmap

Hands-on work

Guided demonstrations of various solutions available on the market; individual workshop to identify priority use cases; development of a risk/value matrix; drafting of the foundation for a usage charter; presentations in small groups and collective refinement of the outcomes.

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Dates and locations

REMOTE CLASS
2026 : 21 Dec.

2027 : 18 Mar., 28 June, 7 Oct., 13 Dec.

PARIS LA DÉFENSE
2026 : 21 Dec.

2027 : 11 Mar., 21 June, 30 Sep., 6 Dec.