

Course : Driving Communication Performance with AI: From Strategic Objectives to Decision-Making Dashboards

Turn communication data into decision-making metrics

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

Price : 1570 CHF E.T.

NEW

Communications departments must demonstrate how they contribute to the organization's objectives, making mastery of performance metrics essential. This training course helps participants develop a comprehensive approach to communications management, from defining objectives to producing dashboards enhanced by artificial intelligence. Participants will learn to identify relevant data, automate certain analyses, leverage verbatim transcripts, and produce high-value-added reports.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Define performance metrics aligned with measurable communication objectives
- ✓ Identify and organize relevant communication data sources and various communication activities (media relations, events, public relations, etc.)
- ✓ Design a management dashboard enhanced with artificial intelligence capabilities
- ✓ Analyze quantitative and qualitative data using generative AI and social listening tools
- ✓ Produce strategic reports accompanied by operational recommendations for senior management

Intended audience

Communications managers, communications specialists, marketing and communications managers, digital communications managers, brand managers, communications consultants, research analysts, communications project managers, and anyone responsible for measuring and managing the performance of communications initiatives.

PARTICIPANTS

Communications managers, communications specialists, marketing and communications managers, digital communications managers, brand managers, communications consultants, research analysts, communications project managers, and anyone responsible for measuring and managing the performance of communications initiatives.

PREREQUISITES

Basic knowledge of the fundamentals of communication and digital media.

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.

Prerequisites

Basic knowledge of the fundamentals of communication and digital media.

Practical details

A mix of methodological concepts, demonstrations, and hands-on exercises. Case studies based on real-world professional situations. Individual exercises, pair work, and collaborative workshops. Use of datasets, dashboards, and verbatim transcripts.

Course schedule

1 Developing a goal-oriented management approach

- Identify the challenges of managing communication with a focus on creating value
- Align the organization's objectives with its communication objectives
- Translate a communication strategy into a measurable action plan
- Define performance metrics tailored to the objectives of brand awareness, engagement, conversion, and reputation
- Establish a coherent framework: objectives, actions, metrics, data, and reporting

Hands-on work

Group assessment of several communication plans. Working in small groups, participants analyze a business case and reformulate the communication objectives using the SMART method. Creation of a matrix linking objectives, actions, metrics, and data sources. Group presentation and sharing of best practices.

2 Identify, collect, and organize the data needed for measurement

- Map the available data according to the POEM (Paid, Owned, Earned Media) model
- Identify the main sources of data: social media, websites, email campaigns, media, press coverage and events, advertising platforms, CRM tools
- Select the relevant metrics based on the objectives being pursued
- Assess the quality, reliability, and limitations of the available data
- Organize data for use in a reporting system

Hands-on work

Data Mapping Workshop. Using a central case study, participants identify available data and classify it according to the POEM model. They work in pairs to select the most relevant indicators and justify their choices. They then develop a set of indicators that can be reused in their professional context.

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 Designing dashboards enhanced by artificial intelligence

- Designing a dashboard that meets the needs of various stakeholders
- Select the appropriate visualizations for each indicator
- Leveraging AI-powered analytics features in Power BI and Looker Studio
- Use general-purpose AI tools to accelerate the creation, interpretation, and enhancement of reports
- Integrate data from AI-enhanced market intelligence and social listening tools

Hands-on work

Create a dashboard prototype based on a provided dataset. Guided exercises in Power BI or Looker Studio to build relevant visualizations. Using prompts with ChatGPT, Claude, Mistral, or Copilot to generate automated analyses, identify trends, and produce management insights. Comparing results obtained using different prompting approaches.

4 Analyze verbatim transcripts and extract insights using AI

- Identify the benefits and limitations of AI in qualitative analysis
- Leverage comments, customer reviews, surveys, and social media conversations.
- Conduct sentiment, tone, and emerging theme analyses
- Build reproducible analysis workflows for regular reporting
- Turn analysis results into actionable strategic insights

Hands-on work

Analysis of a corpus of verbatim transcripts from a real or simulated case. Individual and then group work on using ChatGPT, Claude, or a social listening tool to identify major trends, weak signals, and audience expectations. Development of a well-reasoned summary of insights and presentation of the conclusions to the group.

5 Produce strategic reports and make recommendations

- Structuring a performance summary tailored to management's expectations
- Prioritize essential information to facilitate decision-making
- Generate AI-assisted analyses and summaries while maintaining a critical perspective
- Make recommendations for adjustments based on the observed data
- Present the results and advocate for the proposed policies to decision-makers

Hands-on work

Synthesis Case Study. Using a comprehensive dashboard and quantitative and qualitative analyses, participants develop a performance review. Working in groups, they prepare a presentation for an executive committee that incorporates findings, analyses, and recommendations. The presentation is delivered orally to all participants, followed by a group debriefing and feedback from the instructor.

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Dates and locations

REMOTE CLASS

2026 : 7 Dec.

2027 : 1 Mar., 10 June, 20 Sep., 2 Dec.