

# Course : Designing effective communication and sales tools with AI

**Practical course - 2d - 14h00 - Ref. SUO**

**Price : 1610 CHF E.T.**

NEW

At the end of this course, you'll be able to choose the most appropriate communication media to achieve your objectives. You'll develop powerful content strategies and learn how to structure your messages concisely and effectively. You'll also be able to assess the impact of your media and integrate the latest trends, to create ever more effective communications.

## Teaching objectives

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

- ✓ Analyze communication needs and identify appropriate media
- ✓ Using AI tools to improve media design
- ✓ Develop visually appealing and coherent media
- ✓ Optimizing media for different distribution channels
- ✓ Design clear, concise and persuasive messages for your target audience

## Intended audience

Anyone wishing to acquire the skills to create communication media with the help of AI.

## Prerequisites

No

## Practical details

### Hands-on work

Practical work, writing exercises, layout analysis, case studies.

## Course schedule

### PARTICIPANTS

Anyone wishing to acquire the skills to create communication media with the help of AI.

### PREREQUISITES

No

### 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.

### 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.

## 1 Analyze needs and choose media

- Overview of traditional and digital media: strengths and weaknesses
- Determine communication objectives and target audiences
- Analyze the communication ecosystem: internal and external
- Choose the most appropriate media for your objectives and targets

### Case study

Analysis of a company's communication needs and choice of media

## 2 Develop a user-centric content strategy

- Define an editorial line and brand territory
- Understanding user paths and audience expectations
- Create personas and usage scenarios with the help of AI
- Planning and organizing content production with AI

### Hands-on work

Create personas and develop a content strategy for a fictitious project  
(examples of tools used: AnswerThePublic, Make my persona, ChatGPT, Notion AI, Tome.App...)

## 3 Designing impactful messages

- Identify the principles of persuasive communication
- Use writing techniques for different media: print, web, mobile...
- Structuring information: hierarchy, clarity, conciseness...
- Optimize language and style for impact and commitment

### Hands-on work

Writing and optimizing messages for different media with AI (example of tools used: Kraftful AI, Ocoya...)

## 4 Use writing techniques adapted to different media types

- Adapt your writing style to the target audience and type of medium
- Structure your sales pitch: CAB, motivations...
- Create impactful messages: short sentences, simple vocabulary and imagery...
- The principles of web writing and storytelling
- What title to choose for your tagline?
- Use AI to generate content ideas and optimize writing

### Hands-on work

Structure and write high-impact messages for print and web, with the help of AI (examples of tools used: ChatGPT, Copy.AI, Claude...)

## 5 Embellish your media: visual consistency and impact

- Respecting the graphic charter: graphic consistency
- Work on impact: layout, typography, colors...
- Taking care of the impact of visuals: their role, how to handle them, and how to optimize them with AI
- Use AI tools to create visuals and logos

### Hands-on work

Analyze page layouts (internal and external newspapers, leaflets) and create communication media using AI tools (examples of tools used: Designs.AI, Lumen5, Beautiful.AI, Gamma AI...).

## 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](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.

## 6 Measuring the effectiveness of your media

- Define key indicators (awareness, engagement, conversion, etc.)
- Gathering feedback: quantitative and qualitative data
- Analyze performance (analysis grid)
- Follow-up with the help of a dashboard
- Identify and direct corrective actions

### Hands-on work

Define key indicators for a chosen medium, design a synthetic performance monitoring dashboard

### Options

Certification : 190€ HT

### Dates and locations

#### REMOTE CLASS

2026 : 12 Mar., 1 June, 14 Sep., 7 Dec.