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Global Learning for Operational Leaders



DIGITAL INNOVATION AND TRANSFORMATION | DIT-056

AI for Marketing: Personalisation, Content and Campaign Analytics

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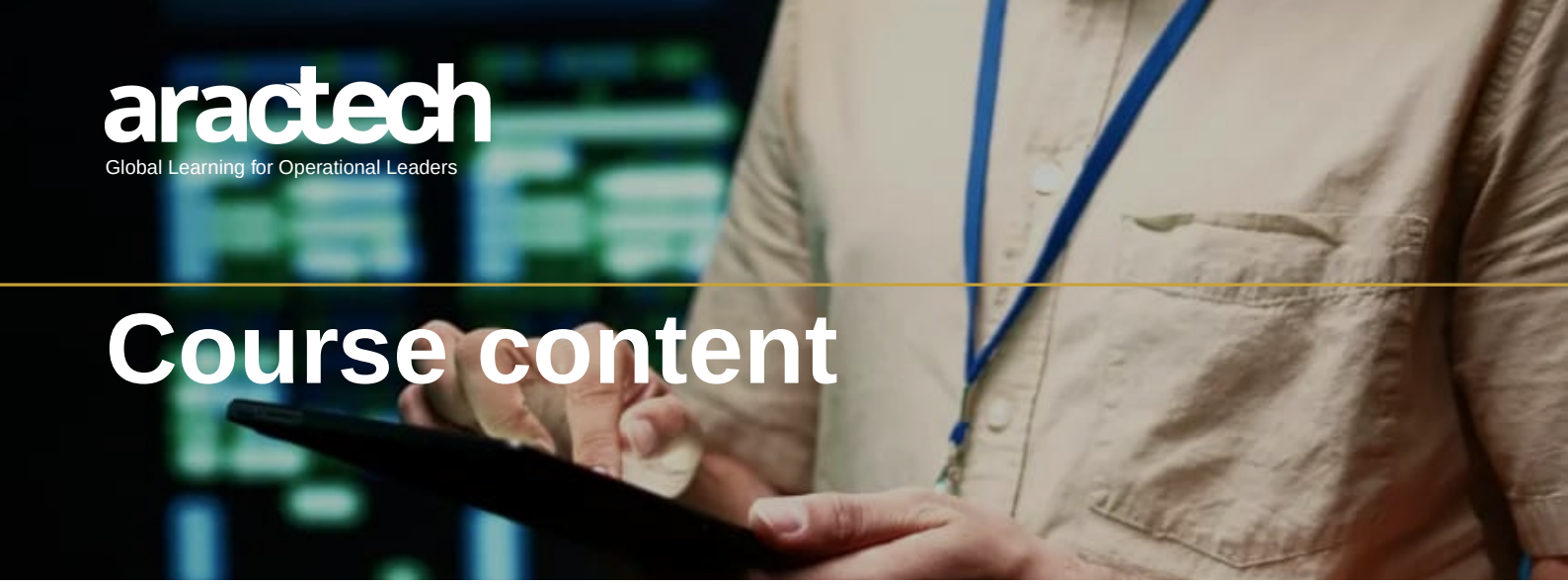

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Course content

Why Attend

Marketing has become one of the fastest adopters of artificial intelligence. AI now helps marketers understand customers, predict behaviour, personalise offers, generate content and optimise budgets in real time.

Organisations that use AI well in marketing achieve higher conversion rates, lower acquisition costs and stronger customer loyalty, while those that rely on intuition alone fall behind.

Course Methodology

• This training course will utilise a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This includes an interactive mixture of lecture-led learning, case studies, practical exercises and group discussions.

Course Objectives

• Understand core principles and best practices covered in AI for Marketing: Personalisation, Content and Campaign Analytics.

• Apply practical techniques to day-to-day operational challenges.

• Build an implementation action plan suitable for your organization.

Target Audience

• Marketing managers and directors

• Digital marketing and performance specialists

• Brand and communications professionals

• CRM and customer analytics teams



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Course outline

Detailed course outline

Day-by-day outline for AI for Marketing: Personalisation, Content and Campaign Analytics.

Day 1 - AI in the Modern Marketing Function

- 09:00-09:30 | How AI Is Changing Marketing: Key trends and where AI delivers the most value
- 09:30-10:00 | The AI Marketing Stack: CRM, CDP, marketing automation, analytics and generative tools
- 10:00-10:30 | Data Foundations: First-party data, customer data platforms and data quality
- 10:30-11:00 | Privacy-First Marketing: Consent, cookie changes and the end of third-party tracking
- 11:00-11:30 | Coffee break
- 11:30-12:30 | Case Studies: AI marketing successes in retail, banking, telecoms and hospitality
- 12:30-13:00 | Assessing Maturity: Where the marketing team stands today and what to prioritise
- 13:00-14:00 | Exercise: Map current marketing activities to AI opportunities

Day 2 - Customer Insight and Predictive Analytics

- 09:00-09:34 | AI-Driven Segmentation: Behavioural and value-based clustering beyond demographics
- 09:34-10:08 | Predictive Models: Churn, propensity to buy, next best offer and customer lifetime value
- 10:08-10:42 | Social Listening and Sentiment Analysis: Understanding brand perception at scale
- 10:42-11:00 | Market and Competitor Intelligence: Using AI to monitor markets and trends
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Market and Competitor Intelligence: Using AI to monitor markets and trends (continued)
- 11:46-12:20 | Customer Journey Analytics: Identifying friction points and conversion drivers
- 12:20-12:53 | From Insight to Action: Turning model outputs into campaigns and offers
- 12:53-14:00 | Lab: Build customer segments and interpret a propensity model



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Day 3 - Personalisation and Generative Content

- 09:00-09:34 | Personalisation at Scale: Dynamic content, recommendations and real-time offers
- 09:34-10:08 | Generative AI for Copywriting: Ads, emails, landing pages and social posts
- 10:08-10:42 | Visual Content Generation: Creating and adapting images and video responsibly
- 10:42-11:00 | Brand Voice and Quality Control: Prompt libraries, style guides and human review
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Brand Voice and Quality Control: Prompt libraries, style guides and human review (continued)
- 11:46-12:20 | Arabic and Multilingual Content: Localising messages for regional audiences
- 12:20-12:53 | Intellectual Property and Disclosure: Copyright and transparency for AI-generated content
- 12:53-14:00 | Workshop: Create a multi-channel campaign with generative AI tools

Day 4 - AI-Powered Campaign Execution and Optimisation

- 09:00-09:34 | Programmatic and Smart Bidding: How AI optimises digital ad spend
- 09:34-10:08 | Marketing Automation: Triggered journeys, lead scoring and nurturing
- 10:08-10:42 | Search and Generative Engine Optimisation: Staying visible as AI changes how people search
- 10:42-11:00 | Testing and Experimentation: A/B and multivariate testing powered by AI
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Testing and Experimentation: A/B and multivariate testing powered by AI (continued)
- 11:46-12:20 | Budget Allocation: Using marketing mix modelling to invest where returns are highest
- 12:20-12:53 | Influencer and Social Media AI: Finding partners and predicting content performance
- 12:53-14:00 | Exercise: Optimise a campaign plan using performance data



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Day 5 - Measurement, Governance and Roadmap

- 09:00-09:39 | Attribution Models: Last-click, multi-touch and data-driven attribution compared
- 09:39-10:18 | Marketing KPIs and Dashboards: Measuring what matters to the business
- 10:18-10:57 | Proving ROI: Incrementality testing and linking marketing to revenue
- 10:57-11:00 | Responsible AI in Marketing: Avoiding manipulation, bias and privacy breaches
- 11:00-11:30 | Coffee break
- 11:30-12:06 | Responsible AI in Marketing: Avoiding manipulation, bias and privacy breaches (continued)
- 12:06-12:44 | Team Skills and Structure: New roles and capabilities for AI-enabled marketing
- 12:44-13:22 | Vendor and Tool Selection: Choosing AI marketing technology wisely
- 13:22-14:00 | Capstone: Participants present an AI marketing roadmap for their organisation



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Seminar dates

Available seminar dates

Live dates and pricing for AI for Marketing: Personalisation, Content and Campaign Analytics generated from the course details page.

Date	Location	Format	Fee
4 - 8 January 2027	Liverpool	Classroom	**€3,360**
11 - 15 January 2027	Dubai	Classroom	**€2,745**
18 - 22 January 2027	Cape Town	Classroom	**€1,895**
25 - 29 January 2027	Paris	Classroom	**€2,210**
1 - 5 February 2027	Dubai	Classroom	**€2,745**
8 - 12 February 2027	Amsterdam	Classroom	**€2,415**
15 - 19 February 2027	Brussels	Classroom	**€3,400**
22 - 26 February 2027	London	Classroom	**€2,815**
1 - 5 March 2027	Cape Town	Classroom	**€1,895**
8 - 12 March 2027	Istanbul	Classroom	**€2,250**



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Date	Location	Format	Fee
15 - 19 March 2027	Dubai	Classroom	**€2,745**
22 - 26 March 2027	Barcelona	Classroom	**€2,175**
5 - 9 April 2027	Cape Town	Classroom	**€1,895**
12 - 16 April 2027	Frankfurt	Classroom	**€2,215**
19 - 23 April 2027	Dubai	Classroom	**€2,745**
26 - 30 April 2027	Kuala lumpur	Classroom	**€2,425**
3 - 7 May 2027	London	Classroom	**€2,815**
10 - 14 May 2027	Eindhoven	Classroom	**€3,400**
17 - 21 May 2027	Rotterdam	Classroom	**€3,400**
24 - 28 May 2027	Cape Town	Classroom	**€1,895**



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Date	Location	Format	Fee
7 - 11 June 2027	Paris	Classroom	**€2,210**
14 - 18 June 2027	Dubai	Classroom	**€2,745**
21 - 25 June 2027	Amsterdam	Classroom	**€2,415**
5 - 9 July 2027	Dubai	Classroom	**€2,745**
12 - 16 July 2027	Dusseldorf	Classroom	**€3,400**
19 - 23 July 2027	Cape Town	Classroom	**€1,895**
26 - 30 July 2027	Berlin	Classroom	**€3,400**
2 - 6 August 2027	Dubai	Classroom	**€2,745**
9 - 13 August 2027	Barcelona	Classroom	**€2,175**
16 - 20 August 2027	Cape Town	Classroom	**€1,895**



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Date	Location	Format	Fee
23 - 27 August 2027	Frankfurt	Classroom	**€2,215**
6 - 10 September 2027	Dubai	Classroom	**€2,745**
13 - 17 September 2027	Kuala lumpur	Classroom	**€2,425**
20 - 24 September 2027	London	Classroom	**€2,815**
4 - 8 October 2027	Istanbul	Classroom	**€2,250**
11 - 15 October 2027	Dubai	Classroom	**€2,745**
18 - 22 October 2027	Cape Town	Classroom	**€1,895**
25 - 29 October 2027	Stockholm	Classroom	**€3,400**
1 - 5 November 2027	Dubai	Classroom	**€2,745**
8 - 12 November 2027	Amsterdam	Classroom	**€2,415**



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15 - 19 November 2027	Dubai	Classroom	**€2,745**
22 - 26 November 2027	Malmo	Classroom	**€3,400**
6 - 10 December 2027	Cape Town	Classroom	**€1,895**
13 - 17 December 2027	Istanbul	Classroom	**€2,250**
20 - 24 December 2027	Dubai	Classroom	**€2,745**
27 - 31 December 2027	Barcelona	Classroom	**€2,175**
4 - 8 January 2027	Online / Live	Online / Live	**€1,515**
11 - 15 January 2027	Online / Live	Online / Live	**€1,515**
18 - 22 January 2027	Online / Live	Online / Live	**€1,515**
25 - 29 January 2027	Online / Live	Online / Live	**€1,515**



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Date	Location	Format	Fee
1 - 5 February 2027	Online / Live	Online / Live	**€1,515**
8 - 12 February 2027	Online / Live	Online / Live	**€1,515**
15 - 19 February 2027	Online / Live	Online / Live	**€1,515**
22 - 26 February 2027	Online / Live	Online / Live	**€1,515**
1 - 5 March 2027	Online / Live	Online / Live	**€1,515**
8 - 12 March 2027	Online / Live	Online / Live	**€1,515**
15 - 19 March 2027	Online / Live	Online / Live	**€1,515**
22 - 26 March 2027	Online / Live	Online / Live	**€1,515**
5 - 9 April 2027	Online / Live	Online / Live	**€1,515**
12 - 16 April 2027	Online / Live	Online / Live	**€1,515**



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19 - 23 April 2027	Online / Live	Online / Live	**€1,515**
26 - 30 April 2027	Online / Live	Online / Live	**€1,515**
3 - 7 May 2027	Online / Live	Online / Live	**€1,515**
10 - 14 May 2027	Online / Live	Online / Live	**€1,515**
17 - 21 May 2027	Online / Live	Online / Live	**€1,515**
24 - 28 May 2027	Online / Live	Online / Live	**€1,515**
7 - 11 June 2027	Online / Live	Online / Live	**€1,515**
14 - 18 June 2027	Online / Live	Online / Live	**€1,515**
21 - 25 June 2027	Online / Live	Online / Live	**€1,515**
5 - 9 July 2027	Online / Live	Online / Live	**€1,515**



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12 - 16 July 2027	Online / Live	Online / Live	**€1,515**
19 - 23 July 2027	Online / Live	Online / Live	**€1,515**
26 - 30 July 2027	Online / Live	Online / Live	**€1,515**
2 - 6 August 2027	Online / Live	Online / Live	**€1,515**
9 - 13 August 2027	Online / Live	Online / Live	**€1,515**
16 - 20 August 2027	Online / Live	Online / Live	**€1,515**
23 - 27 August 2027	Online / Live	Online / Live	**€1,515**
6 - 10 September 2027	Online / Live	Online / Live	**€1,515**
13 - 17 September 2027	Online / Live	Online / Live	**€1,515**
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18 - 22 October 2027	Online / Live	Online / Live	**€1,515**
25 - 29 October 2027	Online / Live	Online / Live	**€1,515**
1 - 5 November 2027	Online / Live	Online / Live	**€1,515**
8 - 12 November 2027	Online / Live	Online / Live	**€1,515**
15 - 19 November 2027	Online / Live	Online / Live	**€1,515**
22 - 26 November 2027	Online / Live	Online / Live	**€1,515**
6 - 10 December 2027	Online / Live	Online / Live	**€1,515**
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