

Your have the tools. Now what?

AI TRAINING FOR MARKETING
AND COMMUNICATIONS TEAMS

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Who is this for?

1. Agency directors, marketing managers, client directors and comms leads.
2. In-house marketing and communications teams.

AI tools are now part of everyday work. Keeping up can feel overwhelming, and most people don't have time to follow every new development.

The good news is — you don't need to.

You can get meaningful value from AI in a small amount of time by prioritising a couple of use cases that matter most for your organisation, particularly those beyond ideation and copywriting.



My approach

Simple, practical, and grounded in my experience using these tools every day.

The aim is to remove friction from everyday tasks — not to turn anyone into an AI specialist. And you certainly won't be learning code!

And I work inside your approved tools, data boundaries and policies.

What can I expect in the sessions?

1. We identify where small changes will make a noticeable difference.
2. We build the foundations of priority workflows during the session.
3. We agree simple "rules of the road" so teams work consistently.
4. You leave with something you can use straight away.



Emma's approach [to AI training] is non-techy. She shows how to get the most of AI tools without fuss and confusion. Highly recommended. ”

Testimonial from Google
NotebookLM webinar

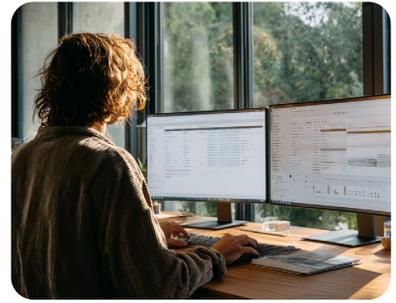


How marketing and communications teams safely use AI

Most people (rightly) think of AI as a content or ideation tool — and it's genuinely useful for that.

The biggest time savings, however, tend to come when AI is used to support strategic thinking, such as:

- **Making sense of complexity** — distilling research, long documents, meetings and multiple viewpoints into clear insights, options or next steps.
- **Anticipating reactions, objections and risk** — exploring how different audiences might respond to an idea or proposal, and where questions or resistance are likely to arise.
- **Supporting strategy** — using AI to support planning — exploring scenarios, sequencing activity, and stress-testing assumptions, while you keep ownership of strategy and final decisions.
- **Strengthening logic and recommendations** — testing the reasoning behind plans or proposals, comparing options, and spotting gaps or overconfidence early.
- **Making the value of marketing clearer internally** — structuring assumptions and information to support conversations about impact, efficiency or return, particularly when preparing business cases or budget discussions.



- 📁 Real-world experience
- 👤 No technical knowledge required
- 🛡️ Compliance built in
- ⚡ Immediate wins
- 🎨 Creative integrity protected

Next step

I kick things off with a short discovery conversation to understand where AI could make your work easier, and what level of change makes sense for your team and the way you work.

Interested?

Email emma@bydandstrategic.com to book a 30-minute workflow check.

The initial workflow check is complimentary, and I'll provide a tailored proposal based on what I find.

Investment starts at **£750**.

