AI in Corporate and Public Messaging Course: Approval, Listening and Outcome Measurement

7 – 18 December 2026
Amsterdam

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Programme Summary

AI in corporate and public messaging is the subject of this two-week training course for communications directors and public engagement leaders, ending in a messaging governance pack for one campaign. Teams now draft, translate, monitor and adapt messages with AI, yet approval, disclosure and measurement often lag behind the tools. The programme moves from message strategy and audience listening to drafting, approval, dialogue, crisis response and outcome measurement, then applies them in a single pack. Mars Training Centre UK delivers this programme on AI in corporate and public messaging to mixed-organisation cohorts.

The Business Case

Public bodies and large organisations speak to citizens, customers and staff through more channels than a small team can check by hand. AI speeds drafting and listening, but an unverified statement, an undisclosed synthetic image or an unmeasured campaign can cost trust that takes years to rebuild. Clear approval tiers and evidence of outcomes give directors a defensible position when a message is challenged.

- Public Trust: Holds when AI use disclosure is routine, content is verified and corrections are quick.
- Response Time: Shortens when drafting, listening and escalation follow agreed routes.
- Campaign Evidence: Strengthens when outcomes are measured against stated objectives rather than activity counts.

Principles and Evidence Base

- OECD guidance on government use of generative AI tools: Frames transparency, human review and accountability, applied in Sessions 5 and 9 to approval tiers and policy.
- Barcelona Principles 4.0: Set out goal setting, outcomes over outputs, integrity and transparency in measurement, applied in Session 8 to indicator design.
- AMEC Integrated Evaluation Framework: Links objectives, inputs, activities, outputs, outcomes and impact, applied in Sessions 8 and 10 to the campaign pack.

Intended Participants

- Communications directors who answer for what an organisation says in public.
- Public engagement leaders who run consultations and dialogue with citizens or customers.
- Heads of media and digital channels who decide which AI tools may draft or publish content.
- Risk and legal advisers who review statements before release.

Typical settings include ministries, municipal authorities, utilities, banks and healthcare groups.

Learning Outcomes

1. Participants will be able to evaluate where AI in corporate and public messaging adds value and where it adds risk.
2. Participants will be able to construct a message strategy tied to a measurable objective and verified claims.
3. Participants will be able to diagnose bias, privacy and accuracy problems in audience listening and drafted content.
4. Participants will be able to design approval tiers, disclosure statements and records for AI-assisted content.
5. Participants will be able to prioritise responses to misinformation and synthetic media during a crisis.
6. Participants will be able to justify a measurement approach and a governance pack to a communications board.

Programme Structure

Day 1: AI in Corporate and Public Messaging Foundations

Where does AI belong in a communications function, and what does it put at risk?

- Communications Function Map
- AI Use Case Register
- Audience and Channel Inventory
- Drafting Assistance Workflow
- Value and Risk Scoring Grid

Day 2: Message Strategy and Framing

What must a message achieve, and what evidence supports it?

- Objective and Outcome Statement
- Message House
- Narrative Framing Sheet
- Audience Segment Profile
- Claims Evidence Register

Day 3: Audience Listening and Insight

What do audiences say, and how reliable is the reading?

- Listening Source Map
- Sentiment Reading Guide
- Issue Tracking Log
- Segmentation Bias Check
- Listening Data Privacy Review

Day 4: Content Drafting and Adaptation

How are drafts produced and adapted without losing accuracy?

- Prompt Brief Template
- Content Variant Matrix
- Translation and Localisation Check
- Tone and Voice Guide
- Accuracy Verification Checklist

Day 5: Approval, Disclosure and Records

Who approves AI-assisted content, and what is shown to the public?

- Approval Tier Table
- Human Review Protocol
- AI Use Disclosure Statement
- Content Provenance Record
- Sign-Off Responsibility Chart

Day 6: Public Engagement and Dialogue

How does a consultation or dialogue stay open, fair and answerable?

- Engagement Ladder Map
- Consultation Question Design
- Feedback Triage Rules
- Response Handling Protocol
- Inclusion and Access Review

Day 7: Crisis, Misinformation and Synthetic Media

How does a team respond when false or fabricated content spreads?

- Crisis Scenario Library
- Misinformation Triage Matrix
- Synthetic Media Detection Steps
- Holding Statement Set
- Escalation Path Chart

Day 8: Measuring Outcomes and Impact

What changed because of the communication, and how is that shown?

- Barcelona Principles 4.0 Review
- AMEC Integrated Evaluation Framework Map
- Outcome Indicator Set
- Attribution Caveat Note
- Reporting Dashboard Layout

Day 9: Governance and Operating Model

Which policies, roles and tools keep AI use under control?

- Government AI Guidance Review
- Role and Capability Map
- Tool and Vendor Assessment
- Incident Log Template
- Roadmap Sequencing Chart

Day 10: Messaging Governance Pack for One Campaign

Do the earlier tools combine into one pack a communications board can approve?

- Applying the Session 1 Value and Risk Scoring Grid
- Testing the Session 5 Approval Tier Table
- Checking the Session 7 Escalation Path Chart
- Rehearsing the Session 8 Outcome Indicator Set
- Completing the Messaging Governance Pack

Methodology

The programme uses structured exercises built on prepared case material for two organisations, one a public agency running a consultation and one a retail bank handling a service failure. Each case holds draft messages, listening extracts, channel data, approval rules and campaign results. Participants work in groups, challenge each other's approvals and defend their pack to peers acting as a communications board.

- Suggested activity: Tracing an AI-drafted statement from prompt to publication and marking each approval.
- Suggested activity: Triaging a fabricated image that spreads across three channels in one afternoon.
- Suggested activity: Rewriting a campaign report so that it shows outcomes rather than reach.

Capstone Output

Each participant completes a messaging governance pack for one campaign. It holds a use case and risk summary, approval tiers, a disclosure statement, a crisis escalation path, an outcome indicator set and an owner plan. The pack is used at work to brief a communications board, to agree what may be drafted by AI and to report campaign results with evidence.

Frequently Asked Questions

Is a training course on AI in corporate and public messaging suitable for directors who do not use AI tools themselves?

Yes. AI in corporate and public messaging is taught through prepared cases and templates. It assumes responsibility for communications, engagement or channels, but no earlier hands-on work with AI tools.

Which standards and guidance does AI in corporate and public messaging rest on?

AI in corporate and public messaging rests on OECD guidance on government use of generative AI tools, the Barcelona Principles 4.0 and the AMEC Integrated Evaluation Framework, each applied to prepared campaign cases.

How is the pack from AI in corporate and public messaging used at work?

You use the messaging governance pack to brief your communications board, to set which content AI may draft and who approves it, and to report campaign outcomes with evidence.

How does AI in corporate and public messaging differ from a programme on social media marketing?

AI in corporate and public messaging concentrates on governance, disclosure, crisis response and outcome evidence across public and corporate channels, while a social media marketing programme concentrates on audience growth and paid reach.