

AI Accelerator Curriculum

The **AI Accelerator** workshop series is a comprehensive, multi-modal learning experience that gives advertising professionals the skills, tools, and strategic frameworks to unlock **real productivity and performance gains** with Generative AI.

Rooted in the latest developments across foundational models, ad-specific applications, and day-to-day use cases, this program combines **asynchronous learning, live instruction, interactive activities, and custom tool integration** to build internal AI fluency—fast.

Who's this program for?

- Professionals in leading-edge advertising and marketing teams
- Marketers evaluating AI tools and tactics
- Agency leaders seeking to upskill themselves and their teams
- Sellers and account managers who want to become more consultative on AI

What tangible skills will you learn?

- Effective prompting techniques that unlock high-quality, reliable AI output
- Smart selection of tools and features tailored to different marketing tasks
- Clear understanding of AI limitations, risks, and how to mitigate them
- Confident articulation of where AI is heading and what it means for the industry

What's Inside the Program

Workshop 1: AI Tools, Prompts, and Pitfalls

Key Concepts

- Understanding the **AI tool landscape**: foundational models (e.g. GPT-5, Gemini), AI chat platforms (e.g. ChatGPT, Claude, Gemini), AI SaaS platforms (e.g. Otter.ai, Jasper, Akkio), and AI Agents.
- Getting what you want from your tools through **better prompting** (using the CRAFT framework) and iteration methods.
- Recognizing and **solving common pitfalls**: hallucinations (fabricated facts and citations), sycophancy (agreeing rather than challenging), bias (inherited from training data), and AI slop (low-effort, generic content).
- Saving and **sharing well-crafted prompts** using prompt libraries, specialist tools, or in-tool features like CustomGPTs.

Practical Exercises and Demonstrations

- Live demo comparing a hastily written prompt vs **a well-CRAFTed prompt** for social media copy, highlighting the difference in output quality.
- Write **social copy** using the full CRAFT framework, then sharing outputs and discussing what worked and what to iterate on.
- (Optional homework) Trying a new AI chat tool using the comparison guide, testing each of the four AI superpowers, and reflecting on strengths vs your current go-to tool.

Workshop 2: AI for Planning, Media Buying, and Measurement

Key Concepts

- Using AI for trend-driven planning, market research, and audience segmentation.
- Activating campaigns through **goal-based buying** (Google PMax, Meta, TikTok, Amazon) and **conversational DSP interfaces** (Viant AI, DV360 chat).
- Creating reports with **chat-with-data tools** (Akkio, ChatGPT), **generating QBR decks**, and **troubleshooting conversion tracking**.
- Applying best practices in prompting: provide context, request structured options, and validate outputs ("show your math").

Practical Exercises and Demonstrations

- Using LLMs to analyze customer sales data with **K-means clustering** and **generate audience visualizations**.
- Developing a media strategy from a provided campaign brief and research inputs.
- Building a **post-campaign wrap-up report** with optimization recommendations and charts.
- Using LLMs to **analyze a Google Tag Manager (GTM) export**, identifying conversion events and optimization goals.
- (Optional) Using creative generation tools (Recraft, Ideogram, ImageFX) to design visual assets.

DeepDive Session

- Get questions answered
- Go deeper on topics you care about

Workshop 3: Ideas, Content, and Creative Generation

Key Concepts

- Using AI for creative ideation, **campaign concepts, copywriting, and visual asset** development.
- Tools in practice: ChatGPT (concepts and copy), Adobe Firefly & Photoshop GenAI (visuals), Canva, Figma, MidJourney, Claude.
- Applying an **end-to-end workflow** through the Ziwi Pet Food “Peak Proofs” campaign case study.
- Using **AI for personalization and localization of creative assets** across blogs, ads, and video formats.
- Addressing **copyright/IP, bias**, and authenticity considerations when deploying AI creative.

Practical Exercises

- Participants use their own AI tools to brainstorm and develop campaign concepts.
- Create modular assets (multiple headlines, visuals, and copy variations) and refine them through iterative prompting. Workflows combine **ChatGPT for copy, Firefly for visuals, and Canva/Figma for design**.

- Participants **present and discuss outputs**, reinforcing AI as a partner in creative development, with human curation guiding the final results.

Workshop 4: Preparing for AI's Future in Advertising

Key Concepts

- **Using Generative Engine Optimization (GEO/LLMO/AIO)** to ensure brand visibility within AI-generated search responses.
Applying the AI-Powered Consumer Journey framework: shifting from a linear funnel to circular, assistant-driven decision journeys where purchase readiness is constant.
- Understanding the transition from **inferred data** (cookies, browsing) to **explicit/declared data** (user prompts, zero-party input, uploaded documents).
- **Comparing Bounded vs. Open AI Agents** as automation frameworks: predictable rule-based agents (Copilot Studio, Ahoora) vs. flexible exploratory agents (OpenAI Operator, Manus).
- Exploring the role of the **Model Context Protocol (MCP)** as a universal connector that enables AI agents to access external business data and applications seamlessly.

Practical Exercises

- **Probabilistic Output Experiment:** Participants query AI assistants repeatedly to observe how brand visibility shifts across responses, demonstrating probabilistic outputs vs. deterministic search.
- **Product Feature Activity:** Participants use their preferred AI tool to ask structured prompts about their own product/brand (pros/cons, competitor comparisons, "where to buy"), testing consistency across platforms (ChatGPT, Perplexity, Google AI Overviews).
- **Audience Segmentation Exercise:** Participants ask their chatbot to categorize them as an audience segment based on prior interactions, illustrating how explicit/declared data builds real-time profiles.

DeepDive Session + Wrap-up

- Get questions answered
- Go deeper on topics you care about
- Program review
- Implementation planning
- Ongoing learning resources to take back to your team

Program Resources

- Pre-Program Toolkit: AI tool cheat sheet and terminology guide
- Certification: Credential to showcase your applied AI literacy
- Alumni hub for ongoing updates

Use Case Spotlights

Topic Area	Use Cases	Tools
Strategy & Planning	Trend-driven research, audience segmentation, budget allocation, forecasting	ChatGPT, Akkio, DV360 Chat, Viant AI
Creative	Campaign ideation, copywriting, modular asset generation (text, image, video)	Jasper, Gemini, Midjourney, Adobe Firefly, MidJourney, Canva, Figma
Buying	Goal-based activation, RTB optimization, fraud detection, audience discovery	CustomGPTs, Google PMax, Meta/TikTok AI tools
Measurement	Post-campaign wrap-ups, predictive analytics, automated reporting, attribution	Julius AI, ChatGPT
Knowledge Sharing	Summarizing docs, FAQs, meeting recaps, QBR deck automation	Claude, Fireflies, Otter
Prompting Excellence	CRAFT framework, reusable templates, workflow-based prompt libraries	Internal libraries, shared team prompt vaults
Future Readiness	GEO visibility testing, declared data strategies, bounded vs. open agents	Perplexity, Google AI Overviews, OpenAI Operator, MCP

Certification + Shareable Credential

- Demonstrate your AI literacy internally and on LinkedIn. A final assessment verifies your ability to not just understand AI—but **use it responsibly and effectively** in your work.



Structure and Cadence

- **Duration:** 2 weeks
- **Time Commitment:** ~8 hours