AI Accelerator Curriculum

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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: Adapt – The Advertiser's AI Toolkit

Length: 90 minutes

Live session: Tues Aug 19, 1-2:30p EST

- Key concepts and terminology
- AI Chat tools vs Saas platforms
- Choosing your tools
- Prompt engineering for excellent results
- AI abilities - types of tasks that AI can supercharge
- AI limitations and how to avoid them

Workshop 2: Take Action – Use AI to Strategize, Buy, and Optimize

Length: 90 minutes

Live session: Thurs Aug 21, 1-2:30p EST

- Smarter media planning with deep research
- Using meeting transcripts for insights
- Segmenting audiences based on insights
- Superpowered reporting and measurement
- AI's impact on media activation

DeepDive Session

Length: 60 minutes

Live session: Fri Aug 22, 1-2:30p EST

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

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Workshop 3: Generate – Use AI for Ideas, Content, and Creative

Length: 90 minutes

Live session: Tues Aug 26, 1-2:30p EST

- AI in ad concepting and creative prototyping
- Generating images and ads
- AI tools for generating ideas and content
- Create excellent content yourselves - email, presentations, and more

Workshop 4: Prepare – The Future of AI in Advertising

Length: 90 minutes

Live session: Thurs Aug 28, 1-2:30p EST

- AI's impact on the consumer journey
- What AI thinks about you and your brand
- New channels and marketing strategies
- Agents and their role in marketing
- Latest tools, features, and trends
- How you can stay ahead of the curve

DeepDive Session + Wrap-up

Length: 60 minutes

Live session: Friday Aug 29, 1-2:30p EST

- 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

Use Case Spotlights

Topic Area	Use Cases	Tools
Strategy & Planning	Audience segmentation, budget allocation, trend forecasting	ChatGPT, Akkio
Creative	Ad copy, visual generation, DCO, image+video generation	Jasper, Gemini, Midjourney
Buying	RTB optimization, audience discovery, fraud detection	CustomGPTs, campaign tools
Measurement	Predictive analytics, automated reporting, attribution insights	Julius AI, ChatGPT
Knowledge Sharing	Summarizing internal docs, FAQs, meeting recaps	Claude, Fireflies, Otter
Prompting Excellence	C.R.A.F.T. framework and workflow-based prompt management	Internal libraries

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