

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

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What's Inside the Program

Workshop 1: Adapt: The Advertisers AI Toolkit

Key Concepts

- Distinguishing between **Machine Learning**, **Artificial Intelligence**, and **Generative AI**, and their applications in marketing.
- Understanding the AI ecosystem: **foundational models** (GPT-5, Gemini), **chat platforms** (ChatGPT, Claude, Copilot), **SaaS tools**, and the emerging role of **AI agents**.
- Applying the **Four AI Superpowers** for practical tasks: Reading, Analyzing, Thinking and Creating.
- Practicing structured prompting with the **CRAFT framework** (Context, Role, Ask, Format, Template).
- Managing limitations such as **hallucinations**, **bias**, and **"last-mile" execution** challenges through oversight techniques.

Practical Exercise

- Participants use the CRAFT framework to develop a LinkedIn post about their interest in AI in advertising. They structure prompts step by step, comparing outputs across platforms (ChatGPT vs. Claude), and refine tone and format.
- Each participant saves their final prompts as reusable templates for ongoing professional use.

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

Key Concepts

- Using AI for trend-driven planning, market research, and audience segmentation.
- Understanding **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 homework) Using creative generation tools (Recraft, Ideogram, ImageFX) to design visual assets.

DeepDive Session

- Get **questions** answered
- More **hands-on activities** and exercises to build best practices
- Go **deeper** on topics you care about

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

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.
 - Understanding 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.
 - They create modular assets (multiple headlines, visuals, and copy variations) and refine them through iterative prompting.
 - Participants **present and discuss outputs**, reinforcing AI as a partner in creative development, with human curation guiding the final results.

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Workshop 4: Prepare: The Future of AI 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

- **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.

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DeepDive Session + Wrap-up

- Get **questions** answered
- More **hands-on activities** and exercises to build best practices, including agentic technology
- Go **deeper** on topics you care about
- Program review
- Ongoing learning resources to take back to your team

Program Resources

- Pre-Program Toolkit: AI tool cheat sheet and terminology guide
- eLearning access: Comprehensive introduction to artificial intelligence
- Certification: Credential to showcase your applied AI literacy

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

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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



Jin Chon

Senior Professional



“ My confidence has grown tremendously on AI specifically for advertising!

We are proud to educate the best companies in the world.

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