CONCEPT

AI for Public Relations and Stakeholder Engagement: Listening, Drafting and Governance

4 – 8 January 2027
Dubai - Five-star CBD venue



AI for Public Relations and Stakeholder Engagement: Listening, Drafting and Governance

Ref: 932_21494 **Date:** 4 – 8 January 2027 **Location:** Dubai - Five-star CBD venue **Fees:** 21450 SAR

Introduction:

AI for public relations is spreading faster than the rules that should govern it: communication teams paste sensitive briefs into chat assistants, trust sentiment scores nobody has checked, and publish AI-drafted statements without clear approval or disclosure, while deepfakes and fast-moving online issues put reputation at risk. This Core Concept course gives PR, corporate communication and stakeholder engagement teams a tool-neutral method to use AI for stakeholder intelligence, listening, message testing, drafting and reputation analytics under human review. Participants build an AI-Enabled Stakeholder Engagement Plan with a prompt library and governance rules.

Course Objectives:

- Map where AI supports the listen, plan, create, engage and evaluate stages of communication work and where human judgement must stay
- Build and segment a stakeholder register using AI-assisted extraction, salience scoring and clustering, then set the engagement level for each group
- Configure social listening and sentiment classification, validate the results by sampling, and test message variants against audience segments
- Draft press releases, holding statements, speeches and stakeholder briefs with generative AI and a documented fact, tone and approval review
- Set reputation analytics, issue escalation thresholds and deepfake response steps for early crisis signals
- Write governance rules covering AI disclosure, content provenance, approvals and legal risk for AI-assisted communication

Target Audience:

- Leads responsible for public relations, media response and corporate reputation
- Managers who plan and run stakeholder engagement, consultation and community relations programmes
- Government and institutional communication leads who handle public information and citizen feedback
- Public affairs and corporate affairs managers who track issues and brief senior leaders
- Campaign and events leads who plan awareness campaigns, launches and stakeholder forums
- Communication insight and digital channel managers who report listening and engagement data

Course Outline:

Day 1: AI Across the Communications and Engagement Cycle

- AI Touchpoint Map Across Listen, Plan, Create, Engage and Evaluate Stages
- Generative, Predictive and Analytical AI Capabilities for Communicators
- Human-in-the-Loop Roles: Drafter, Reviewer, Approver and Spokesperson
- Communication Team AI Readiness Scan: Data, Skills, Tools and Policies
- Use-Case Backlog Canvas for PR, Public Affairs and Engagement Functions

Day 2: AI-Assisted Stakeholder Intelligence and Engagement Models

- Stakeholder Register Enrichment with Entity Extraction from Public Documents
- Power-Interest and Salience Scoring with AI-Assisted Clustering
- Engagement Level Ladder: Inform, Consult, Involve, Collaborate and Empower
- Stakeholder Engagement Expectations in GRI Reporting and ISO 26000 Guidance
- Segment Profiles Built from Survey Comments and Correspondence Themes

Day 3: Listening, Message Testing and Generative Content Production

- Social Listening Query Design: Keywords, Boolean Logic and Noise Filters
- Sentiment and Stance Classification with Human Validation Samples
- Synthetic Audience Panels and Message Variant Testing
- Prompt Patterns for Press Releases, Holding Statements, Speeches and Stakeholder Briefs
- Bilingual Transcreation Workflow with Terminology Glossary and Back-Translation Check

Day 4: Reputation Analytics, Crisis Signals and AI Content Risk

- Reputation Driver Model and Engagement Analytics Dashboard
- Issue Escalation Thresholds and Crisis Early-Warning Alert Rules
- Deepfake and Voice-Clone Impersonation Response Protocol
- AI Disclosure Labels and Content Provenance Records for Published Material
- Copyright, Confidentiality, Defamation and Personal Data Risk Register for AI Content

Day 5: Case Build: AI-Enabled Stakeholder Engagement Plan

- Case Organisation Brief: Stakeholder Landscape, Live Issue and Campaign Calendar
- Case Engagement Sequencing: AI-Supported Forum, Consultation and Campaign Schedule
- Communication Prompt Library with Tone, Fact and Sign-Off Checks
- AI Content Governance Rules: Approval Matrix, Disclosure Policy and Audit Log
- AI-Enabled Stakeholder Engagement Plan Presentation and Peer Challenge

Skills You Will Gain:

- AI Use-Case Prioritisation for Communication
- Stakeholder Salience Analysis
- Social Listening Query Building
- Sentiment Output Validation
- Generative Drafting Review
- Bilingual Transcreation
- Crisis Signal Monitoring
- AI Content Governance Design

Why Attend This Course:

- Take back an AI-Enabled Stakeholder Engagement Plan with a tested prompt library and governance rules for your own team
- Spend less time on first drafts, monitoring reports and stakeholder briefs while a named person still signs off every public statement
- Spot rising issues and impersonation attempts earlier and respond with agreed escalation steps
- Compare AI practice with PR, public affairs and engagement leads from companies, public bodies and non-profits

Conclusion:

AI strengthens communication only when stakeholder data, drafting and analytics sit inside clear rules for review, disclosure and accountability. The course moves from mapping AI across the communication cycle, through AI-assisted stakeholder mapping and engagement levels, to listening, message testing, generative drafting and transcreation, then to reputation analytics, crisis signals, deepfake response and legal risk. The final day turns a case organisation brief into an AI-Enabled Stakeholder Engagement Plan with a prompt library and governance rules, defended before peers.