



Course content: AI Academy

Session 1: AI foundations for agency work

Benefit and focus: Participants build a shared understanding of generative AI and how it can be used safely, practically and effectively in everyday agency work.

What's covered:

- The current generative AI landscape and key tools
- Responsible use in agency and client contexts
- Prompting basics: context, task, format and refinement
- Everyday use cases for planning, writing, summarising and ideation
- How to spot weak outputs and improve them

Outcome: Participants leave with a practical prompting framework they can use immediately in their role.

Session 2: Research and insight foundations

Benefit and focus: Participants learn how to use AI to support the early stages of agency thinking, from asking better research questions to turning information into useful themes and insights.

What's covered:

- Framing better audience, market, category and competitor questions
- Using AI to support quick research and information gathering
- Summarising and comparing findings
- Identifying themes, tensions, gaps and opportunities
- Knowing when AI outputs need verification or human judgment

Outcome: Participants leave with a simple AI-assisted research workflow for moving from raw information to early insight.



Session 3: Better outputs: Prompting, reasoning and critique

Benefit and focus: Participants improve the quality of AI-generated work by learning how to brief, guide, challenge and refine AI outputs.

What's covered:

- Structuring stronger prompts for more reliable results
- Using examples, criteria and constraints to guide outputs
- Applying critique loops to improve strategy, copy and recommendations
- Using reasoning models for more complex thinking tasks
- Comparing, refining and improving AI-generated work

Outcome: Participants leave knowing how to turn rough AI outputs into more useful, role-relevant work.

Session 4: Creative and presentation prototyping

Benefit and focus: Participants explore how AI can help develop ideas, prototype creative directions and shape clearer client-facing presentations.

What's covered:

- Using AI for ideation and concept development
- Image generation for mood, direction and creative exploration
- Light overview of audio, voice and video generation
- Turning ideas and research into presentation structures
- Practical limitations, risks and responsible use of generated assets

Outcome: Participants leave with a creative or presentation prototype built through an AI-supported workflow.

Session 5: Claude, ChatGPT and reusable AI workspaces

Benefit and focus: Participants learn how leading AI platforms can be used to enable deeper work, reusable processes, and more organised agency productivity.

What's covered:

- Comparing Claude, ChatGPT and Gemini for agency use cases
- Using Projects, GPTs and Gems to organise recurring work
- Understanding Claude Skills and reusable workflow knowledge
- Where agents, workspace automation and tools like Claude Cowork are heading
- Designing AI workspaces for briefs, documents, campaigns and business writing

Outcome: Participants leave with a clearer understanding of which AI platform structures suit different agency tasks, and how to design a reusable workspace or assistant.



Session 6: Advanced research and strategic development

Benefit and focus: Participants build on the earlier research session by using AI for deeper synthesis, document analysis and strategic development.

What's covered:

- Advanced research workflows and deep research techniques
- Working with longer documents, reports, transcripts and data inputs
- Synthesising multiple sources into implications and opportunities
- Using simulated perspectives or digital twins to test thinking
- Developing strategic territories, opportunity maps or recommendation pathways

Outcome: Participants leave with a more advanced method for turning complex inputs into a strategic direction.

Session 7: Custom assistants and workflow design

Benefit and focus: Participants learn how to move beyond one-off prompting by designing reusable assistants and repeatable AI-supported workflows.

What's covered:

- What makes a useful custom assistant
- Building or blueprinting GPTs, Gems and similar assistants
- Structuring instructions, knowledge and examples
- Designing repeatable workflows for common agency tasks
- Understanding where agentic workflows and automation can add value

Outcome: Participants leave with a custom assistant or workflow blueprint for a recurring task in their agency or role.



Session 8: AI adoption, governance and agency roadmap

Benefit and focus: Participants identify where AI can create the most value in their agency and develop a practical plan for responsible adoption.

What's covered:

- Identifying high-impact AI use cases across agency workflows
- Prioritising opportunities by value, feasibility and risk
- Setting practical guardrails for responsible use
- Building team confidence, capability and experimentation habits
- Creating a simple adoption roadmap for next steps

Outcome: Participants leave with a practical AI adoption roadmap they can take back to their team or business.

Ready to move beyond experimentation? AI Academy starts 16 June for ACA members. Secure your place [here](#) or contact Simone, Head of Professional Development at ACA: simone@adcouncil.org.au, 0417 776 321