Workshop
ChatGPT & Co.: AI in editorial processes

- More efficiency: automation saves time and increases productivity.
- Better quality: AI enhances journalism and convinces readers
- For practice: experiment, learn, and implement directly

More time for quality

How much time do editors spend editing press releases instead of researching exciting stories? With artificial intelligence, we can automate tedious routine tasks and concentrate on the essentials: Quality journalism that convinces readers.

Who is the workshop for?

Editors-in-chief, senior editors and digital managers in media companies.

Goals of the workshop

- Basic understanding of AI
- Recognize areas of application in the media company
- Identify concrete scenarios
- Gain your own initial experience
- Being able to evaluate opportunities & risks

Contents

- Introduction to AI Basics Prompting
- Best practices with ChatGPT
- Identifying possible areas of use
- Experimental workshop with first own prompts
- Exchange of experience and reflection
- Derivation of concrete measures / first areas of implementation

What you can expect

Our trainers will not only teach you the basics of AI, but also show you best practices with ChatGPT and other tools for editorial teams. Together, we will develop how you can use AI effectively in everyday editorial work by identifying specific scenarios and gaining our own initial experience. From research support and automated format creation to teaser preparation for various channels - you will learn how to evaluate opportunities and risks and identify responsibilities. At the end, you will have concrete measures that you can implement directly.

Key data

Duration: all day, 10 a.m. - 5 p.m.
Location: Karlsruhe or Cologne
Trainer: Christina D'Ilio
Participation fee: 499,- EUR plus VAT.
Also available as an in-house workshop on request.

Your contact person

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