

Workshop ChatGPT & Co.:

Workshop AI in editorial processes

We demonstrate how AI simplifies processes, enhances quality and can be applied directly.

[Find out more](#)

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.

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**.

Who is the workshop for?

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

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

Costs

The workshop, including preparation and follow-up, costs €3,600 plus VAT.

Key data

Duration: full day, 10 a.m. to 5 p.m.
Trainer: Christina D'Illio

Your contact person



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