

AI For Writing Training Course

Power-up your writing with generative AI

Course Dates

Please note: This course is currently only available [in-house](#)

Generative AI is changing how workplace writing gets planned, drafted and refined. The challenge is not access to tools, but knowing how to use them well, when to apply them, how to keep control of tone and intent and how to avoid confident inaccuracies that sound plausible but are wrong.

This one-day AI writing course is designed for anyone who writes as part of their role and wants a practical, workflow-based approach to using generative AI for professional writing.

Through live demonstrations and guided exercises, you'll learn how to brief AI clearly, create stronger first drafts and edit outputs efficiently, without losing professional judgement or your organisation's voice.

We focus on the tools most teams will recognise and commonly use, including ChatGPT, Microsoft Copilot, Google Gemini and Anthropic's Claude, including specialist features such as Canvas and Artifacts. The emphasis is on how these tools fit into real writing workflows, rather than treating them as isolated tools.

Note: This is not a course for novel writing or aspiring authors. The focus is professional writing in a commercial or organisational context – including but not limited to content creators, copywriters, marketers, PR and communications teams, sales teams, web and social content teams and internal communications.

Course Programme

Introduction and context

- What generative AI is, where we are now and what it is good at
- The confidence problem in AI writing – why it sounds right even when it is wrong
- Key terms and acronyms explained in plain English
- Ethics, confidentiality and responsible use in a workplace setting

How AI writing tools work (and why they go wrong)

- How AI writing tools generate text in practice (in plain English)
- Why hallucinations happen and when they are most likely
- Where errors show up most often: facts, citations, product details and claims
- When to use AI and when to avoid it

Hallucinations and accuracy control

- Practical tactics to reduce hallucinations in the first draft

- Prompt techniques that force clarity: assumptions, unknowns and source boundaries
- Verification habits that don't kill speed
- Turning verification into a simple publish-ready checklist

Prompting for better writing outcomes (hands-on)

- How to brief AI clearly using plain English and simple constraints
- Prompt patterns for common writing tasks: outlining, drafting, rewriting, shortening and simplifying
- Iteration techniques that improve quality without endless back-and-forth
- Hands-on exercises based on realistic workplace writing scenarios

Planning and ideation

- Turning vague stakeholder input into a clear brief
- Using AI to generate angles, outlines and content options
- Stress-testing structure, logic and clarity before you draft
- Writing for different audiences and objectives without reinventing the wheel

Drafting and editing with AI

- Producing stronger first drafts and more useful variations
- Editing for clarity, concision and tone
- Adapting a single piece of writing for different formats and channels (web, email, social and LinkedIn)
- Avoiding "AI beige" while keeping readability high
- Working faster while keeping standards

Brand voice and consistency

- Keeping tone of voice consistent across AI-assisted writing
- Using brand principles, examples and do's and don'ts to guide outputs
- Common causes of tone drift and how to prevent them
- Lightweight processes for review and sign-off

Reusable writing assistants and automation (Custom GPTs, Gemini Gems & Copilot Agents)

- When automation helps: repetitive writing tasks, quality checks and consistency
- Building a reusable assistant for tone of voice, structure and editing rules
- Creating standard prompts and templates for common content types
- Guardrails: what these assistants should never do, data considerations and approval flows

Applying the workflow and next steps

- A repeatable end-to-end workflow from brief to final draft
- What to automate and what should remain human-led
- Key takeaways, pitfalls and recommended next steps

Benefits

Following this training course, you will understand:

- ✓ How to draft, rewrite and tighten content without losing intent or tone

- ✓ How to reduce hallucinations and inaccuracies using a simple verification approach
- ✓ How to adapt one piece of writing for multiple formats or channels
- ✓ How to keep AI-assisted writing consistent with your organisation's tone of voice
- ✓ How to choose between the main writing tools (ChatGPT, Copilot, Gemini, Claude) based on the job in front of you
- ✓ How to build reusable writing helpers using Custom GPTs, Gemini Gems and Copilot Agents for repetitive tasks and quality checks
- ✓ How to use Canvas and Artifacts as writing assistants
- ✓ The practical considerations of using AI in workplace writing, including confidentiality and responsible use

All attendees receive an attendance certificate and digital copies of course material.

Audience

This training course is suitable for anyone who writes as part of their role and wants a practical understanding of how generative AI can improve planning, drafting, editing and consistency.

Typical attendees include content creators, copywriters, content writers, marketing teams, PR and communications teams, internal communications professionals, sales teams, web and social content managers and editors.

No prior knowledge of AI processes and tools is required.

What people say

A very in-depth course which will take you from beginner to professional. The best part is that the course is tailored to suit attendees' role and responsibilities. Altogether worth your time and every penny spent.

Madeline Asala, Digital Content Editor
Kings College London



Jeremy gave us a thorough insight into AI and the platforms that can be practically used in creative content research and design. His knowledge and understanding has given me more more confidence to use AI in more situations and keep learning as I go. I loved the course and wish it had gone on for a second day!

Claire Gough, Senior Communications Business Partner
Platform Housing Group





I took away considerable learnings which I'm excited to implement into my daily activities. The world of GenAI can be overwhelming, but Jeremy made it actionable and easier to understand.

Amina Mufti, Senior Campaigns Officer
University of Manchester



I really enjoyed the AI course – I learnt loads and it was a great way to get a better understanding of how AI works. I'd definitely recommend it to anyone curious about AI!

Emily Burgess, Director
Tickboxer

