

Empowerment AI: Marketing Bootcamp

Harness AI to Design, Build, and Measure Powerful Marketing Campaigns
(A Two-Day Immersive, In-person, Hands-on Workshop)

In today's fast-paced marketing landscape, marketers are constantly expected to achieve more with less—deliver higher ROI, manage around-the-clock campaigns, and continuously innovate—all within constrained budgets and resources. The emergence of Artificial Intelligence (AI) stands as a revolutionary solution to these challenges, offering marketers tools to significantly elevate themselves and their campaign performances.

Harnessing AI's potential, marketers can now execute their tasks with greater efficiency, intelligence, and speed. What used to require a team of marketers weeks or even months to accomplish can now be expedited by AI, slashing the time to market by at times, over 50%. The pivotal question emerging among marketing professionals is: **How can I master Gen AI to ensure I remain a competitive player in this dynamic, ever-changing marketing industry?**

In response, the ANA introduces **Empowerment AI: Marketing Bootcamp**—a unique, deeply engaging, and highly interactive bootcamp aimed at equipping you with hands-on training to drive your marketing work utilizing AI, becoming a more efficient marketer, and driving targeted results for your brand. The singular objective of this bootcamp is to ensure every attendee emerges with a robust understanding and confidence in using Generative AI to enhance their marketing performance, setting themselves apart in the competitive field of marketing.

Empowerment AI: Marketing Bootcamp can be the catalyst you are looking for to **propel your marketing forward**. This extensive workshop will unveil how to wield the power of Gen AI, transforming it into your personal strategic advantage. Regardless of your expertise level—from novices to seasoned marketers—attendees will leave this bootcamp with the essential knowledge and confidence to seamlessly integrate AI into their marketing work, ensuring a **competitive edge in the industry for years to come**.

You will learn:

- **How Generative AI is changing the face of marketing**
- **A step-by-step guide to implementing Gen AI in every stage of your marketing processes and workflows**
- **Best practices for developing the most effective AI prompts**
- **What AI tools are available to marketers today (with hands-on practice in using the tools to support your marketing activities)**
- **A plethora of tested AI marketing prompts which you will be able to take with you in your own prompt library**
- **How to measure and analyze campaign performance using AI**
- **How to train your AI to continually deliver better and better value to you over time and so much more!**

The Benefits of a Marketing Bootcamp

We strongly believe that active engagement fosters better, and quicker learning compared to passive instruction. Therefore, this bootcamp features numerous **interactive working sessions**, enabling attendees to interact with a diverse range of AI tools as well as other attendees. Participants will learn—securely and safely—how to use Gen AI and to constantly train your AI to deliver valuable marketing work better, smarter, and faster.

The bootcamp concludes with a series of collaborative challenges where attendees team up to build AI-driven marketing campaigns from the ground up and compete to see who can create the strongest AI-driven campaign.

Who Is This Bootcamp for?

Empowerment AI: Marketing Bootcamp is a tailor-made opportunity for:

- Marketers and strategists directly involved in the **intricate process of analyzing, researching, developing, and executing marketing campaigns** across digital platforms.
- Professionals who are keen on harnessing the revolutionary power of Artificial Intelligence to elevate their marketing strategies and execution.
- Marketers striving to **stay ahead in the ever-evolving technological landscape** of the industry, looking to significantly enhance the efficiency, intelligence, and speed of your campaigns.
- Marketers and strategists responsible for **conceptualizing, strategizing, and integrating AI into their brainstorming and ideation processes**.

Whether you are orchestrating online campaigns that demand constant innovation and adaptation or are crafting impactful strategies requiring deep market insights, this bootcamp is designed to empower you with the tools and knowledge to leverage Generative AI effectively. This workshop is the key for marketers and strategists who aspire to not just participate in the AI revolution but to lead and define its future course in the marketing domain.

Bootcamp Pre-Requisites

To participate fully in the hands-on exercises, you will need access to large-language-model (LLM) tools on your laptop.

- If you are using **free accounts**, please ensure you are registered for **at least two** of the following platforms:
 - **ChatGPT**
 - **Microsoft Copilot**
 - **Claude**
 - **Gemini**
- If you have a **paid or enterprise subscription**, access to **one** of these platforms is sufficient.

Verifying access in advance will allow you to begin the practical sessions without delay and make the most of the Bootcamp.

Empowerment AI: Marketing Bootcamp – DAY 1 AGENDA

#	Module	Time	Learning Experience Summary
	Registration and Networking Breakfast	8:00 AM	<ul style="list-style-type: none"> Attendees' arrival and registration Networking breakfast and interaction amongst participants
1	Setting the Stage	8:30 AM	<ul style="list-style-type: none"> ANA instructor welcome Course overview and workshop objectives AI introduction <p>Download:</p> <ul style="list-style-type: none"> Empowered AI workbook and prompt library <p>Activity:</p> <ul style="list-style-type: none"> Get to Know Your AI Team: Attendees meet and introduce themselves to their Bootcamp teams
2	Generative AI and Large Language Models (LLMs)	8:50 AM	<ul style="list-style-type: none"> How Gen AIs are trained and work Introduction to Large Language Models (LLMs) and how they function Understanding the limitations of LLMs Huge differences on how AI works vs. Google Search
3	AI in Marketing	9:10 AM	<ul style="list-style-type: none"> Overview of LLMs: ChatGPT, Claude, Gemini, and Copilot for marketers Opportunities to integrate AI into existing marketing workflows Case studies of companies that have successfully integrated AI and into their marketing strategies and executions Ensure all AI work is quality checked by humans
4	Natural Language Processing (NLP)	9:30 AM	<ul style="list-style-type: none"> Understand the basics of Natural Language Processing (NLP) Explanation of NLP and communicating with AI through prompts Best practices for developing successful prompts Specific marketing prompt examples and walk-through <p>Working Session 1:</p> <ul style="list-style-type: none"> Attendees develop their own marketing prompts and share to discuss
	Break	10:30 AM	
5	Advanced Prompting and Training your AI	10:45 AM	<ul style="list-style-type: none"> Detailed walk-through on advanced prompting techniques Examples on prompt chaining allowing AI to learn from your feedback Discuss how to train individual AIs to meet your specific brand, marketing, and target market requirements Custom GPTs walkthrough <p>Working Session 2:</p> <ul style="list-style-type: none"> Attendees open an LLM (ChatGPT, Claude, Gemini, or Copilot), pre-built prompts shared from their prompt library

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			<p>are customized based on attendees' roles and responsibilities</p> <ul style="list-style-type: none"> Attendees engage with the AI and provide the AI feedback and begin to learn how AI learns Participants share as well as ask any questions they might have
	Lunch	11:45 PM	
6	Building a Gen AI-Driven Marketing Campaign	12:45 PM	<ul style="list-style-type: none"> Walk-through the marketing process from campaign inception through launch and how AI can be utilized in every step of the process Strategies for utilizing AI throughout the marketing process Different approaches using AI for strategic thinking and development versus marketing execution Several techniques to use AI to help facilitate brainstorming and out-of-the-box thinking <p>Working Session 3:</p> <ul style="list-style-type: none"> Attendees develop and use a series of prompts to have AI facilitate brainstorming and initial strategy for an upcoming marketing campaign Attendees' breakout into pairs and share some of their best brainstorms and ideas to get thoughts and feedback from partner
	Break	2:00 PM	
7	Next Generation AI Tools	2:15 PM	<ul style="list-style-type: none"> Detailed walk-through of next generation AI tools Tools will include <ul style="list-style-type: none"> Text to image AI: Midjourney, Dall-E, Ideogram Text to video AI: Invideo, Pictory Audio editing AI: Descript, Adobe Podcast Meeting transcriptions: Fireflies.ai, Vowel AI Voices: ElevenLabs, Play.HT Slide decks: Gamma, Tome Productivity: Rewind, Mem And more! <p>Working Session 4:</p> <ul style="list-style-type: none"> Attendees begin to develop a custom campaign and identify all the AI tools that could be used to get to market faster Attendees' breakout in partners and share their ideas for thoughts and feedback
8	Measuring and Analyzing Campaigns with AI	3:45 PM	<ul style="list-style-type: none"> The importance of being a data-driven marketer and how tell effective stories using data Overview of key performance metrics in AI-driven marketing campaigns such as Click-Through Rates (CTR), Conversion Rates, Return on Advertising Spend (ROAS), Customer Lifetime Value (CLV) Guided exercise where attendees set up a sample analytics tool, configure tracking for key metrics, and integrate AI tools to collect campaign data

#	Module	Time	Learning Experience Summary
			Working Session 5: <ul style="list-style-type: none"> Attendees will be provided with a dataset from a sample AI-driven marketing campaign Attendees will use tool to analyze campaign data and help create a data-driven story Partners get together and share their data-driven story for questions and feedback
9	Closing	4:45 PM	<ul style="list-style-type: none"> Workshop summary Final questions thoughts, and recommendations Preview for tomorrow's workshop and team competition

Empowerment AI: Marketing Bootcamp – DAY 2 AGENDA

#	Module	Time	Learning Experience Summary
	Networking Breakfast	8:00 AM	<ul style="list-style-type: none"> Attendees' arrival and registration Networking breakfast and interaction amongst participants
1	Setting the Stage	8:30 AM	<ul style="list-style-type: none"> ANA instructor welcome back Day two overview and workshop objectives
2	AI Driven Content Brainstorming and Development	9:00 AM	<ul style="list-style-type: none"> Learn practical methods for utilizing AI to rapidly create, curate, and refine content, ensuring high-quality output that resonates with your target audience while streamlining your creative workflow Gain insights on seamlessly incorporating AI-driven tools into your existing content strategy, enhancing efficiency and effectiveness in content planning and execution, suitable for various platforms and audiences
3	Campaign Learning and Iteration	9:30 AM	<ul style="list-style-type: none"> Campaign launch is the starting line, not the finish line for a data-driven marketer Best practices on how to educate internally, plan, and successfully iterate on a campaign following launch The focus should be on the learning and not what is working and what is not Communication strategies to share data-driven stories internally and externally
4	Professional Challenge: Vision & Brainstorm	10:00 AM	<ul style="list-style-type: none"> Attendees develop a plan for their individual Vision of Success driven by AI Run a series of sprints allowing you to develop a plan to accomplish your vision of success Sprint 1: (Completed individually) <ul style="list-style-type: none"> Clarity: Refine key elements of their vision to include responsibilities, daily tasks and identify items that will bring genuine satisfaction

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			<ul style="list-style-type: none"> • Motivation: Summarize motivating factors into concise statements that will inspire daily • Opportunity Mapping: Map your opportunities based on goals, marketing trends, and industry changes • Challenge Identification: Identify common obstacles and proactive strategies to address them • Success Criteria: Develop specific success criteria that will indicate you are succeeding in your goals • Differentiate: How will you differentiate yourself from your peers
5	Professional Challenge: Milestones & Skills Gaps	11:15 AM	Sprint 2: <ul style="list-style-type: none"> • SMART Goal Conversion: Convert current vision into quantifiable and achievable SMART goals • Milestone Breakdown: Break down each goal into monthly or quarterly milestones • Motivation: Suggest systems or habits that will keep you accountable to your milestones • Skills & Tools Audit: Identify most important skills will be needed for you • Mentorship: Identify potential mentors that I can continue to learn from • Timing: What resources will be needed to invest in
	Lunch	12:15 PM	
6	Professional Challenge: Roadmap & Commit	1:15 PM	Sprint 3: <ul style="list-style-type: none"> • Timeline Generation: Combine all to create a timeline to accomplish goals • Prioritization: Identify highest-impact action in the plan • Fallback Plans: Provide alternative strategies if hit major roadblocks • Individual Presentations: Each attendee shares a 5-minute highlight of their plan
7	Closing	2:15 PM	<ul style="list-style-type: none"> • Final questions thoughts, and recommendations • How to become an AI advocate within your organization and how to answer the question, “Is AI coming for our jobs?”