



2025

AI Essentials for Marketers

Introduction

AI is no longer a ‘nice-to-have’—it’s a must for marketers who want to stay ahead. That’s why we’ve partnered with Karen Howley, a leading Generative AI Trainer & Consultant, to bring you the Marketing Institute Ireland’s hands-on and practical Masterclass in AI.

Whether you’re just getting started with AI or want to refine your skills, this masterclass is all about giving you the confidence and know-how to integrate AI into your marketing workflows. Expect real-world examples, and practical takeaways that will help you work smarter, enhance creativity, and unlock new efficiencies.

Marketing is changing fast—this is your chance to stay ahead, sharpen your expertise, and make AI an asset to your work.

We look forward to seeing you there.

Meet our Trainer



Karen Howley

Gen AI Trainer & Consultant

Known for making AI practical and accessible, Karen specialises in guiding marketing professionals to use generative AI tools like ChatGPT, Copilot, and Gemini. Karen has 20 years’ experience leading out on marketing, innovation and strategic communication projects with vast experience across the technology, media, energy, pharma, insurance, retail, and energy sectors.

Thursday 10 July 2025

Full Day

In Person, Dublin City Location, Limited spaces available

Course content includes:

- Introduction to Gen AI in Marketing
- Prompt Writing Fundamentals for ChatGPT
- Customising ChatGPT
- Building an AI Assistant (GPT) to write like you or your brand

Book your place now at mii.ie

1 Day – Masterclass Overview

Get on top of AI with this comprehensive, hands-on training masterclass designed to equip you with the skills to write effective prompts and get better results.

AI Essentials for Marketers

Overview

- Introduction to Gen AI in Marketing
- Prompt Writing Fundamentals for ChatGPT
- Customising ChatGPT
- Building an AI Assistant (GPT) to write like you or your brand

Feeling the pressure to keep up with AI's rapid transformations and its impact on marketing? This masterclass is designed for marketing professionals looking to understand the fundamentals of generative AI, its capabilities, and its real-world applications in marketing. Whether you're completely new to AI or just looking to solidify your foundational knowledge, this masterclass will provide the insights you need to feel confident moving forward.

Prompt Writing

Are you tired of getting AI results you don't trust? Does prompt writing feel harder than it should be? This masterclass is your shortcut to mastering AI prompt writing - turning frustrating outputs into reliable, useful results. Through hands-on exercises and real-world marketing scenarios, you'll learn how to make AI tools like ChatGPT and other LLMs your personal marketing assistants, ready to lighten your workload.

What you'll learn

- Master the art of crafting effective prompts for consistent, high-quality AI outputs.
- Discover how to sidestep common pitfalls like spotting overused AI words and phrases.
- Receive a practical workbook and a downloadable prompt writing guide for ongoing improvement.

Customising ChatGPT

Want to get under the hood of ChatGPT's latest features like Projects, GPTs, and Tasks? This hands-on element will guide you through how you can use ChatGPT's latest and most helpful features so you can transform your workflows and save time. With real-world examples, interactive exercises, and templates for ongoing practice, you'll leave with new skills that you will want to try out straight away.

What you'll learn

- Get hands-on with ChatGPT's advanced features like Projects, Tasks, Canvas and Custom GPTs.
- Build your own marketing assistant to transform workflows and streamline content creation to be more efficient.
- Learn how to set up projects that teach ChatGPT to nail your tone and keep your messaging consistent.

Who Should Attend

This AI Masterclass is designed for marketing professionals at all levels who want to better understand and leverage artificial intelligence in their day-to-day work.

It's suitable for those looking to stay competitive, improve campaign efficiency, enhance customer targeting, and drive innovation using AI-powered tools and insights. No technical background is required — just a curiosity to learn and a drive to future-proof your marketing skills.

AI Masterclass Series Tailored for Your Marketing Team

Unlock the full potential of AI in marketing with our exclusive, tailor-made AI Masterclass Series. Designed specifically for marketer's needs, this series gives your team the skills they need to take advantage of AI in their day-to-day work.

For more information on this course or on any other course, please contact aine@mii.ie

Don't just take our word

Here are what some of our recent course participants had to say:

"Excellent sessions. Karen was a superb presenter who knew her topic inside out and provided great really practical training material."

"This masterclass was highly informative and extremely relevant. It provided clear, practical insights into how AI can be effectively applied to improve targeting, content creation, and campaign optimisation."

"Karen is fantastic and delivered the content in a clear and engaging manner. Overall, an extremely valuable and worthwhile session for any marketer looking to integrate AI into their strategy."

Early Bird Special Offer Book & Pay before 23 June 2025

AI Essentials for Marketers Pricing	
Early Bird - MII Member Rate	€500
Price from 23 June 2025 - MII Member Rate	€600
Non Member Rate	€750*

* Please note, prices include light breakfast, refreshments and lunch

* Includes Individual MII Membership

Corporate Training Credit not applicable for this course