



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 Series in AI.

Whether you’re just getting started with AI or want to refine your skills, this series is all about giving you the confidence and know-how to integrate AI into your marketing workflows. Expect interactive sessions, 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.

Key Dates

Masterclass 1

Thursday 27 March 2025 - 9.30am to 11am

AI Essentials for Marketers: From Fundamentals to Practical Applications

Masterclass 2

Thursday 3 April 2025 - 9.30am to 11.30am

AI Essentials for Marketers: Prompt Writing Workshop

Masterclass 3

Thursday 10 April 2025 - 9.30am to 11.30am

AI Essentials for Marketers: Customising ChatGPT Workshop

Book your place now at mii.ie

Masterclass Course Overview

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

Masterclass 1

AI Essentials for Marketers: Fundamentals

Feeling the pressure to keep up with AI's rapid transformations and its impact on marketing? This introductory webinar 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 session will provide the insights you need to feel confident moving forward.

What you'll learn

- Understand the fundamentals of generative AI and its role in modern marketing.
- Understand the differences between major AI platforms like ChatGPT, Copilot and Gemini to inform how you build your AI tool stack.
- Discover how AI is reshaping consumer behaviour to inform your marketing strategies.

Who Should Attend

Marketing professionals interested in understanding how generative AI can enhance their workflows and strategies. No prior AI knowledge required.

Masterclass 2

AI Essentials for Marketers: Prompt Writing Workshop

Are you tired of getting AI results you don't trust? Does prompt writing feel harder than it should be? This course 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.

Who Should Attend

Marketing professionals eager to master the art of AI prompt writing and get consistent, high-quality results from tools like ChatGPT and other LLMs. Whether you're struggling to craft effective prompts or want to fine-tune your skills, this course is designed for anyone looking to turn AI into a reliable, creative assistant. No prior AI experience needed—just a willingness to learn how to write prompts that work.

Free Webinar For MII Members

Format:

Live Online Webinar

Date:

Thursday 27 March 2025

Time:

9.30am to 11am

Cost:

Free to MII Members

[Book your place now at MII.ie](#)

Format:

Live Online Interactive Workshop Limited to 30 participants per group

Date:

Thursday 3 April 2025

Time:

9.30am to 11.30am

Cost:

Available to MII Members Only

Early Bird Price: €200 per person
available up to 29 March

Price from 30 March: €250 per person

[Book your place now at MII.ie](#)

Masterclass 3 AI Essentials for Marketers: Customising ChatGPT Workshop

Want to get under the hood of ChatGPT's latest features like Projects, GPTs, and Tasks? This live, hands-on workshop 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 workshop is perfect for marketers ready to level up their ChatGPT game. If you've dabbled with prompts and want to master ChatGPT's paid features—like Projects, Tasks, and custom GPTs—this course is for you. Whether you're looking to streamline your content creation, automate research, or fine-tune your brand's voice, you'll walk away with practical, advanced techniques to make ChatGPT an indispensable part of your marketing toolkit. A paid ChatGPT subscription is recommended to get the most out of the hands-on activities.

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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

EARLY BIRD

Get all 3 Masterclasses for only €350 per person

Price from 30 March €400

AI Essentials for Marketers Pricing				
	From Fundamentals to Practical Applications	Prompt Writing Workshop	Customising CHATGPT Workshop	
	Masterclass 1	Masterclass 2	Masterclass 3	Bundle - 3 Masterclasses
Early Bird Price	FREE	€200	€200	€350 (savings of up to €150)
Price from 30 March	FREE	€250	€250	€400 (savings of up to €100)