Garnet
Garnet Global Training Center

GGT-MD-112

Media, Journalism & Digital Content **New from 2028**

AI in Newsrooms

الذكاء الاصطناعي في غرف الأخبار

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (practitioner)**

Overview

Participants in AI in Newsrooms practise the methods, tools and standards they need to perform reliably and solve problems on the job. Programs for newsrooms, communication teams and content creators. You can join a public session in one of 20 cities or live online, in English or Arabic, or bring the course in-house with examples from your own operations.

What you will be able to do

- Apply the methods and standards of AI in Newsrooms to real tasks.
- Interpret data and results correctly and act on them.
- Follow safe, compliant and documented work practices.
- Avoid the mistakes that most often cause rework or failure.
- Share good practice with your team.

Who should attend

Journalists, media officers, content creators and spokespersons. Practitioners with one to five years of experience benefit most.

Key topics

- Storytelling and structure
- Writing for media
- Visual and video content
- Media ethics and law
- Audience analytics
- On-camera skills

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

WhatsApp: +971 56 674 7382

Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 AI in Newsrooms: principles and standards
- On-camera skills
- Hands-on workshop on a workplace challenge

Day 2 Methods and tools in practice
- Storytelling and structure
- Writing for media

Day 3 Diagnosis and problem solving
- Visual and video content
- Common mistakes and how to avoid them

Day 4 Quality, safety and documentation
- Media ethics and law
- Regional and international case studies

Day 5 Workshop, assessment and action plan
- Audience analytics
- Checklists and templates to take away

10-day outline

Day 1 AI in Newsrooms: principles and standards
- On-camera skills
- Hands-on workshop on a workplace challenge

Day 2 Methods and tools in practice
- Storytelling and structure
- Writing for media

Day 3 Diagnosis and problem solving
- Visual and video content
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Day 4 Quality, safety and documentation
- Media ethics and law
- Regional and international case studies

Day 5 Workshop, assessment and action plan
- Audience analytics
- Checklists and templates to take away

Day 6 Advanced techniques and specialist practice
- Complex cases in depth
- Group discussion and peer review

Day 7 Digital tools, data and automation
- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice
- Global performance benchmarks
- Measurement and reporting

Day 9 Capstone project
- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates
- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
2–13 Jan 2028	10-day classroom	Manama	English	8,950
3–7 Jul 2028	5-day classroom	Istanbul	English	4,750
4–15 Sep 2028	10-day online	Live online	English	5,450
13–17 Nov 2028	5-day classroom	Casablanca	English	4,750
5–16 Feb 2029	10-day classroom	Istanbul	English	8,950
11–15 Jun 2029	5-day classroom	Paris	English	4,750
2–6 Jul 2029	5-day online	Live online	English	2,950
7–11 Oct 2029	5-day classroom	Cairo	Arabic	4,750
18 Feb – 1 Mar 2030	10-day online	Live online	Arabic	5,450
11–22 Mar 2030	10-day classroom	London	English	8,950

Dates	Format	City	Language	Fee (USD)
8–12 Apr 2030	5-day classroom	Abu Dhabi	English	4,750
4–8 Aug 2030	5-day classroom	Amman	English	4,750

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/