# AI+ Writer Practitioner (AIW)

**ID** AIW **Price** CHF 995.—(excl. VAT) **Duration** 1 days

## Prerequisites

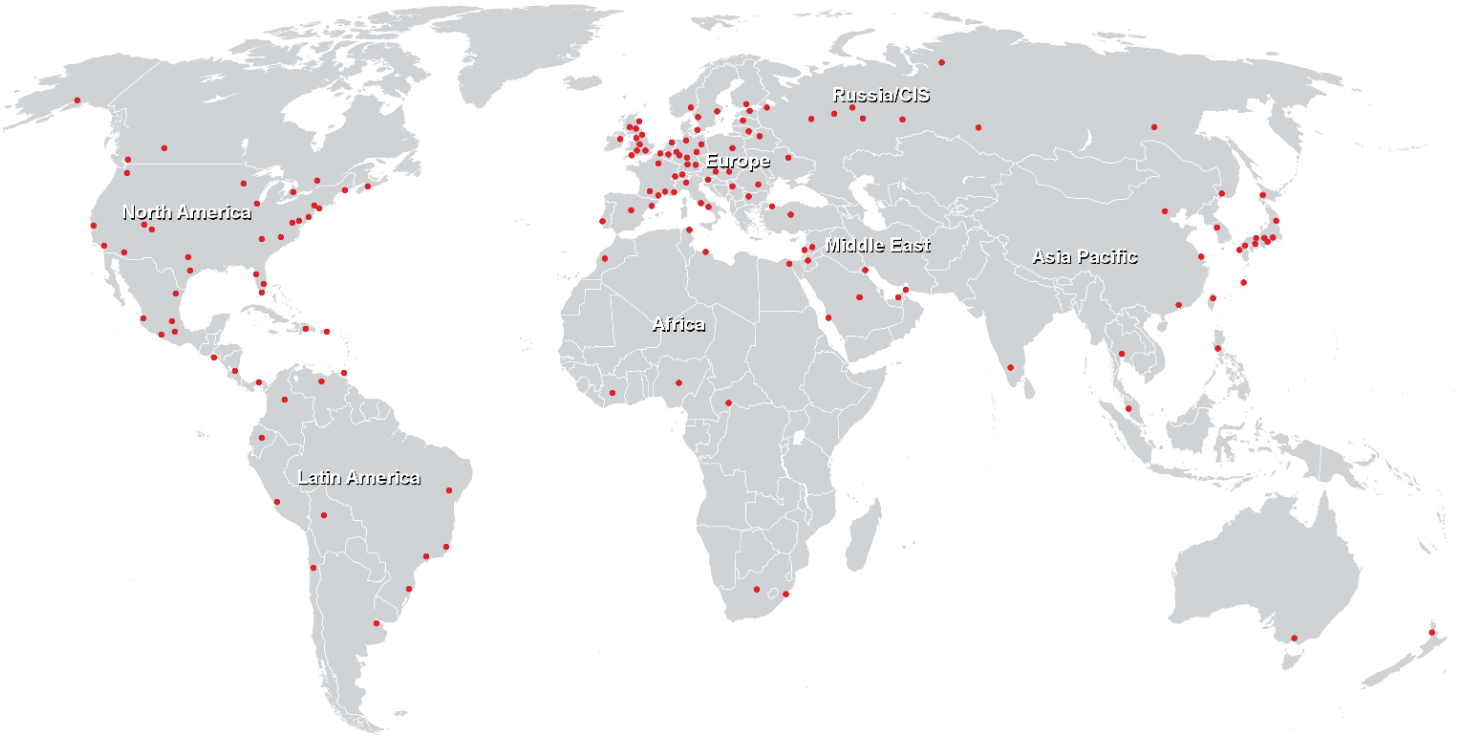
- Basic understanding of writing styles and tones
- Interest in digital content creation tools and AI platforms
- Willingness to learn with learning technical concepts and applying them practically
- Proficiency in English language, both written and spoken

## Course Objectives

- **Advanced AI Content Creation**
  - Learners will develop the ability to use AI tools to create high-quality, engaging content efficiently, adapting to various styles and formats.
- **Content Optimization and SEO with AI**
  - Students will learn how to leverage AI for optimizing content for search engines, enhancing visibility and engagement through targeted SEO strategies.
- **AI Prompt Engineering Mastery**
  - Learners who will go through this course will have the skills in prompt engineering, crucial for generating specific, desired outcomes from AI writing tools, enhancing creativity and relevance in content production.
- **AI-Driven Editorial Processes**
  - Learners will understand how to integrate AI into editorial workflows, improving the efficiency of content review, editing, and management processes.

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**Training Centres worldwide**






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