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Register

# AI training for marketing

1 day (7 hours)

## Presentation

Generative AI (ChatGPT, Midjourney) has revolutionized your productivity, but the arrival of the EU AI Act imposes new rules of the game. How can you continue to innovate without putting your brand at legal or reputational risk?

This intensive one-day training course is not a law class, but an **operational survival guide for marketing teams**. We translate regulatory jargon into clear processes for your content creation, targeting, and CRM campaigns.

Cut through the legal fog. Learn exactly when you need to flag content, how to manage copyright for your prompts, and how to supervise your teams' use of AI tools ("Shadow AI"). Leave with ready-to-use tools to make your campaigns "audit-proof" without slowing down your time-to-market.

Like all our training courses, this one will introduce you to **the latest stable version** of the technology and its new features.

## Objectives

- Instantly diagnose the risk level of your campaigns (Green Zone, Orange Zone, or Prohibited Zone)
- Master Article 50 (Transparency)
- Protect brand safety
- Structure Shadow AI
- Audit your service providers

## Target audience

- CMOs and Marketing/Communications Directors
- Acquisition, CRM, and Social Media Managers
- Content Managers and Brand Managers using generative AI
- Marketing & Data Product Owners

## Prerequisites

- Basic knowledge of digital marketing and customer journey
- Understanding of the data used (CRM, web analytics, audiences)
- General knowledge of generative AI and its limitations
- Basic knowledge of GDPR (consent, purposes, subcontracting)

## Technical prerequisites

- Up-to-date Windows 11, macOS, or Linux
- Recent browser (Chrome/Firefox/Edge) and office suite
- Access to a generative AI tool

## EU AI act training program for marketing

[Day 1 - Morning]

### Risk Mapping and Marketing Red Lines

- The AI "New Deal" for marketers: Understanding the immediate impact of the AI Act on everyday tools (ChatGPT, Midjourney, Jasper, CRM tools).
- The Risk Pyramid applied to Marketing:
  - Red Zone (Prohibited): Targeting based on vulnerability, behavioral manipulation (AI dark patterns), and emotion recognition (invasive neuromarketing).
  - Orange Zone (High Risk): When customer scoring or profiling becomes critical (e.g., impact on access to services/credit).
  - Green Zone (Transparency): The big picture (content generation, chatbots, assistants).
- Focus on Generative AI (GPAI): How copyright and data transparency rules are changing for your creations.
- Hands-on workshop: "Auditing your tool stack"
  - Quick inventory: Which tools are used? (Official vs. "Shadow AI").
  - Ranking: Is my customer service chatbot at risk? Is my programmatic campaign affected?

[Day 1 - Afternoon]

### The Art of Transparency and "Safe Content"

- Article 50 Explained: The Obligation of Transparency
  - Chatbots & Customer Service: How to inform users that they are talking to a machine (UX/UI design).
  - Synthetic Content (Deepfakes): Mandatory labeling rules for videos, images, and audio (watermarking and legal notices).
- Brand Safety & Intellectual Property:
  - Managing the risk of bias and hallucinations in automated campaigns.
  - Ownership of prompts vs. ownership of outputs: contractual points to watch out for with agencies/freelancers.
- Go-to-Market validation checklist:
  - Source validation, human verification (human-in-the-loop), mandatory notices.
- Practical Workshop: Crash Testing an AI Campaign
  - Launch of a fictitious campaign (AI visual + AI slogan + bot).
  - Drafting legal notices, checking copyright, and validating the publication process.

## Target companies

This training is intended for both individuals and companies, large or small, wishing to train their teams in new advanced IT technology or to acquire specific professional knowledge or modern methods.

## Positioning at the start of training

The positioning at the start of the training complies with Qualiopi quality criteria. Upon final registration, the learner receives a self-assessment questionnaire that allows us to assess their estimated level of proficiency in different types of technologies, as well as their expectations and personal objectives for the upcoming training, within the limits imposed by the selected format. This questionnaire also allows us to anticipate certain connection or internal security issues within the company (intra-company or virtual classroom) that could be problematic for the monitoring and smooth running of the training session.

## Teaching methods

Practical training: 60% practical, 40% theory. Training materials distributed in digital format to all participants.

## Organization

The course alternates between theoretical input from the trainer, supported by examples and reflection sessions, and group work.

## Validation

At the end of the session, a multiple-choice questionnaire is used to verify that the skills have been correctly acquired.

## Certification

A certificate will be issued to each trainee who has completed the entire training course.