

AI in Audiovisual Formats

Artificial intelligence is a game-changing force in the way audio and video content is created. With AI, the production process becomes faster, more efficient, and more accessible — without sacrificing quality or authenticity.

In this training, you will learn how to leverage AI tools to create high-value content, automate editing, and analyze performance. You will explore modern audio-video production techniques that help you save time and resources while maintaining professional standards.

With the support of artificial intelligence, you will build an optimized workflow that accelerates the entire creative process and helps your brand stand out in a competitive landscape. After completing the training, you will be able to fully harness the potential of AI in content production and significantly improve the effectiveness of your brand communication.



Training recipients

The training is designed for:

- creators and marketers who want to produce high-quality audio and video content faster and more cost-effectively, without compromising standards,
- educators and trainers looking for modern, engaging ways to present knowledge,
- companies and teams aiming to integrate AI into their audiovisual content production process to increase efficiency and reach.



Benefits

- **AI-powered content creation** – you will learn how to build your own AI agents to automate the creation and distribution of audio and video content.

- **Production optimization** – you will discover how to use AI tools to transform long-form materials into dynamic, social media-ready formats.
- **Platform integration** – you will learn how to connect AI systems with popular publishing platforms to build a consistent, multi-channel communication ecosystem.
- **Performance analysis** – you will understand how to analyze audience engagement data and optimize your content to maximize results.
- **Increased efficiency** – you will gain tools and methods to streamline team workflows, improve campaign performance, and build a competitive advantage.



Training program

Introduction – What Truly Works vs. What Just Looks Good in Slides

- What already delivers real results, and what remains mostly a presentation-level promise
- Review and critical analysis of key trends: generative video, synthetic voices, automated editing, AI as a co-creator
- Overview of leading tools – from Sora and Runway to Adobe Firefly and creator-focused AI video platforms
- Practical applications: teasers, illustrative shots, automated dubbing, and synthesized voiceovers
- Risks and limitations – deepfakes, legal considerations, and ethical dilemmas

AI in Audio Production

- Automated audio cleanup, removal of pauses and filler words, speaker-recognized transcription, multilingual versions
- Working with tools such as Descript and ElevenLabs for both editing and voice generation
- Transforming a podcast into a video format with animated avatars or slides — without cameras or green screens
- AI-generated intros, jingles, sound effects, and mixes using both stock libraries and generative samples

AI-Assisted Video Creation and Editing

- Generating simple video shots from text prompts
- Visual translation of complex ideas, fast educational and promotional productions, dynamic podcast visualizations
- Turning static recordings into engaging short-form clips with AI voiceovers or animated captions
- Limitations: duration, camera control, language barriers, and detail quality — what works well and what still falls short

AI in Post-Production

- Using AI for subtitles, transcription, scene recognition, and audio correction
- Automated vs. manual adaptation for different platforms (YouTube, Stories, Shorts, Reels)
- Color correction and grading — what can genuinely be improved in post
- Capabilities of tools such as Adobe Premiere Pro (Sensei), Loom, CapCut, Filmora, and Wisecut

Distribution and Analytics Automation

- Building an AI agent to generate and format posts for platforms such as LinkedIn, Instagram, YouTube Shorts, and TikTok
- Repurposing long-form content into optimized, platform-specific social posts
- Creating a simple AI-powered performance analysis agent using data from YouTube Studio, Spotify for Podcasters, and AI analytics assistants to continuously improve results

Training Wrap-Up

- Key conclusions
- Practical implementation roadmap
- Q&A session



Expected preparation of the participant

No special prior preparation is required from participants.



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Language

english