



Upskill in AI

Live Online CPD Certified Training

Upskill your team in a day with Westminster Insight's live, online AI training courses, built for professionals. Our AI training courses give individuals and teams practical, jargon-free skills for adopting AI with confidence.

Why Choose Our Courses

Our AI training courses offer valuable learning outcomes, including:

- **AI fluency** - learn how to use AI effectively at work
- **Hands-on experience** of the top, time-saving tools to apply to your work immediately
- **AI governance** - how to make adoption stick and get the safeguards right

Courses run for one day and are fully online. All are **CPD certified** and led by trainers who've lived through real digital transformation.

Upcoming Courses

Introduction to Generative Engine Optimisation - Tue 17 Nov

AI for Communications Professionals - Wed 18 Nov

AI Governance for the Workplace - Mon 7 Dec

Essential AI for the Workplace - Tue 8 Dec

Handling AI-Generated Complaints - Wed 9 Dec

Leading AI in the Workplace - Mon 18 Jan

Integrating AI into Project Management - Wed 20 Jan

Who Our Courses Are For

Our courses are tailor-made for individuals upskilling on their own and small teams adopting AI together. **No prior technical background is needed.**

Professionals across **policy, communications, project management** and **operations** will find these courses useful, including those working in public sector fields such as **health, housing, police and education, and in private sector organisations.**

Upcoming Courses

Introduction to Generative Engine Optimisation | Tue 17 Nov | 10:00 - 15:15

More people are asking AI tools such as ChatGPT and Google Gemini directly for answers instead of searching in the usual way. This course looks at how those tools decide what to cite, and how to make your organisation's content more likely to be found and referenced. What you'll learn:

- How AI platforms find, evaluate and reference content
- Practical techniques for **writing content AI systems can use**
- How to **build an action plan** for better visibility in AI search results

AI for Communications Professionals | Wed 18 Nov | 09:30 - 16:00

This course is for anyone in a communications role who wants to use AI with confidence rather than guesswork.

- Using AI for **content creation, audience insight, research and media monitoring**
- Writing effective prompts and **automating simple tasks**
- Managing the **ethics and risks of AI**, including bias and copyright

AI Governance for the Workplace | Mon 7 Dec | 09:30–15:45

Learn how to apply effective AI governance and support safe, responsible and compliant AI use across your organisation. The course will cover:

- **Data protection** - what information can and cannot be shared with AI tools
- Key categories of **AI risk** and how to assess, mitigate and monitor risks
- What “good” looks like in practice

Essential AI for the Workplace | Tue 8 Dec | 09:30–16:30

Get a clear understanding of which AI tools are right for you and how to use them effectively, safely and responsibly in your day-to-day work. What you'll learn:

- Pros and cons of leading AI tools and where they add the most value
- How to create **effective prompts** to produce reliable outputs from AI systems
- Why **AI hallucinations** occur and how to mitigate them
- Best-practice principles for **ethical AI use** and how to apply them

Upcoming Courses

Handling AI-Generated Complaints | Wed 9 Dec | 09:30–15:45

More complaints are now being drafted or generated by AI tools, and they often read differently from the ones handling teams are used to. This course looks at what changes when a complaint is AI-assisted, and how to respond fairly without losing sight of the real issue. What you'll learn:

- **Spotting the signs** of an AI-generated or AI-assisted complaint
- **Responding clearly and fairly** under the added complexity
- Managing **persistent or difficult AI-assisted complaints** consistently

Leading AI in the Workplace | Mon 18 Jan | 09:30–16:30

This course is a plain-English introduction to AI for senior staff. It uses real case studies to show where AI adds value and where a human still needs to check the output. What you'll learn:

- **Setting realistic AI goals** linked to your strategy and **tracking progress**
- Handling the **ethical and legal risks** of algorithmic decision-making

Integrating AI into Project Management | Wed 20 Jan | 10:00–15:30

This hands-on course shows project teams how to use Copilot for Microsoft at each stage of a project, from setup to updates for stakeholders. You'll finish with a workflow built around the way your team already works. What you'll learn:

- **Writing detailed prompts** in Copilot to create task breakdowns and Gantt charts
- Speeding up **project reporting** and communication plans
- Building your own AI-supported project workflow

Our Trainers

Nicola Cain is a highly experienced legal and regulatory compliance consultant, specialising in data protection, responsible AI governance, and online safety. She has worked with a diverse range of clients, from individuals and start-ups to public sector organisations and multinational corporations.



Alan Rutter is specialist in deploying generative AI. Alan has over two decades of experience working across digital, print and live content. Alan has worked with government departments, local authorities, the NHS, media brands, charities and start-ups, and teaches for General Assembly.



The Knowledge Exchange Group is a proud, certified CPD member (membership reference number 16420).

Find out more about our tailored training solutions by contacting us on 0345 647 9000 or email learning@westminsterinsight.com