



AI-Powered Marketing:

From Smarter Channels to AI Search Visibility

23 - 24 September 2026

The Majestic Hotel Kuala Lumpur



Lead Trainer:

Elizabeth Taylor

META Certified AI & Digital Marketing Trainer,
Professional Speaker, and LinkedIn Top Voice



This course is
100% HRD Corp Claimable

Course Overview

Marketing has absorbed AI faster than most teams have adapted to it. The tools are everywhere. The structure to use them well is not. This two-day course closes that gap. It is built for marketers who want to move past prompt experiments and into reliable workflows, and who need their brand to stay visible as search itself changes shape.

Day 1 covers AI across the marketing channel mix: how to plan, build and run campaigns with AI in the workflow rather than bolted on. Day 2 goes deep on AI search and generative visibility, the area now reshaping how brands get found.

The two days are designed as one progression. Day 1 builds the channel foundation. Day 2 applies it to the search environment most teams are not yet ready for. Every module connects tools and techniques to a commercial outcome. Participants leave with workflows they can use the following Monday, not theory.

Quick FAQ

Is this course only about AI tools and prompts?

No. This course goes beyond tools and prompts. It focuses on how AI fits into real marketing work, including planning, channels, content, visibility and execution.

Do participants need technical knowledge?

No. This is a marketing-focused course. No coding or technical background is required.

What makes this course different?

The course combines practical AI marketing workflows with AI search visibility, including GEO, AEO and brand discoverability across AI answer engines.

Will there be hands-on activities?

Yes. Participants will work on practical exercises, workflow mapping, content improvement, AI visibility testing and 90-day action planning.

What should participants bring?

Participants are encouraged to bring a laptop, access to an AI tool such as ChatGPT, Gemini or Perplexity, and a current brand, campaign or content example to work on.

Is this course HRD Corp claimable?

Yes, this course is HRD Corp claimable, subject to approval. Participants are advised to check with their HR or training department for the claim process.

What is included in the course fee?

The fee includes a 2-day guided learning experience with Elizabeth Taylor, workshop materials, 1-night stay at the event hotel, certificate of attendance, buffet lunch, and refreshments.

Why attend?

- Marketers need to move beyond basic prompts and learn how to use AI across planning, channels, content and campaign execution.
- This course helps participants build structured AI workflows that can be repeated, reviewed and applied across real marketing activities.
- Participants will learn how to use AI with clearer briefs, stronger content standards and better strategic judgement.
- Customers are now using AI platforms to ask questions, compare options and discover brands. Marketers need to understand how this affects visibility.
- Participants will learn how to assess brand visibility across AI answer engines and build a practical 90-day action plan to improve discoverability.

What you will gain?

- Use AI as part of a structured marketing workflow.
- Improve campaign planning, channel strategy and briefing.
- Create stronger prompts and clearer AI-assisted briefs.
- Review AI-generated content with better quality standards.
- Understand how AI is changing search and brand discovery.
- Assess brand visibility across AI answer engines.
- Identify gaps in AI search visibility.
- Build a 90-day action plan for AI-powered marketing and AI search visibility.

Agenda Day 1

All modules will be delivered across Day 1 and Day 2. However, the trainer may adjust the sequence, modify content, or emphasize specific topics based on the delegates' skills and experience.

Day 1: AI Across the Marketing Channel Mix

Day 1 provides the practical foundation. Participants will learn how AI supports everyday marketing activities, from planning and strategy to content creation and campaign execution.

Module 1: The New AI Marketing Landscape

- How AI is reshaping marketing roles and workflows
- Where AI adds value and where human judgement remains essential
- Common risks of generic AI output and weak prompting

Module 2: AI in Marketing Strategy and Planning

- Using AI for research and audience insights
- Turning business goals into marketing priorities
- Building stronger marketing briefs and campaign logic

Module 3: AI for Channel Strategy and Campaign Execution

- Applying AI across search, social, email and paid media
- Adapting messaging across channels
- Maintaining brand consistency across campaign variations

Module 4: AI-Assisted Content, Creative and Briefing

- Developing content ideas and creative directions with AI
- Creating better prompts and briefs
- Reviewing AI-generated content for quality, accuracy and brand fit

Module 5: Building a Reusable AI Marketing Workflow

- Turning AI use cases into repeatable workflows
- Setting quality checkpoints
- Balancing automation with human judgement

Day 1 Outcome:

- Identify where AI genuinely improves a marketing workflow, and where it does not
- Apply AI to channel planning, allocation and brief-building
- Build a repeatable AI workflow for their own priority channels
- Brief and review AI-assisted content with a clear quality standard

Course Schedule

08:30-09:00	09:00-10:30	10:30-11:00	11:00-13:00	13:00-14:00	14:00-15:30	15:30-16:00	16:00-17:00
Registration	Upskilling	Break	Upskilling	Break	Upskilling	Break	Upskilling

Agenda Day 2

All modules will be delivered across Day 1 and Day 2. However, the trainer may adjust the sequence, modify content, or emphasize specific topics based on the delegates' skills and experience.

Day 2: AI Search and Generative Visibility

Day 2 focuses on how brands are discovered in AI-driven environments. Customers are increasingly using AI tools to ask questions, compare options and make decisions. This creates a new visibility challenge for marketers.

Module 6: From SEO to GEO and AEO

- How search behaviour is changing
- Differences between SEO, GEO and AEO
- Why AI answer engines matter for brand discovery

Module 7: How AI Answer Engines Select and Cite Brands

- How AI platforms generate answers
- Why some brands are cited and others are not
- The role of authority, relevance, structure and consistency

Module 8: Auditing Your AI Share of Voice

- Testing brand visibility across AI platforms
- Comparing competitor presence
- Identifying visibility gaps and content weaknesses

Module 9: Creating Content for AI Search Visibility

- Structuring content for both humans and AI systems
- Building topic authority
- Improving clarity, relevance and machine readability

Module 10: Building a 90-Day AI Search Visibility Action Plan

- Prioritising improvement areas
- Identifying quick wins
- Creating a practical roadmap for execution

Day 2 Outcome

- Explain how AI answer engines surface and cite brands
- Audit a brand's visibility across the major AI search platforms
- Diagnose why a brand is or is not being cited
- Build a content approach that improves machine readability and topic authority
- Leave with a structured 90-day action plan for AI search visibility

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Registration	Upskilling	Break	Upskilling	Break	Upskilling	Break	Upskilling

Who should **attend**?

This workshop is suitable for both experienced and intermediate level professionals seeking to deepen their knowledge and looking to build a strong foundation in AI and GEO marketing strategies, including but not limited to:

Role	Relevancy	Why?
Chief Marketing Officers (CMOs)	★★★★	AI search impacts brand visibility at scale. This programme helps you future-proof strategic growth.
Heads of Digital & Marketing Directors	★★★★	Lead teams with clarity on how AI search changes content, SEO, and digital performance.
Marketing Executives	★★★★	Strengthen your ability to plan, evaluate, and execute AI-ready SEO initiatives.
Digital Marketing Managers	★★★★	You manage the daily performance. Learn how to protect rankings and improve visibility in AI-driven SERPs.
Senior Content Strategists	★★★★	Build content structures and narratives that remain discoverable even when AI rewrites results.
Social Media Managers	★★★	Understand how search impacts content distribution and discoverability across platforms.
Brand Managers	★★★	Ensure brand identity, messaging, and authority remain strong in generative search.
Content Creators & Writers	★★★	Learn how to craft content that AI surfaces, summarises but still clicks through.
Performance Marketing Specialists	★★★	Strengthen organic visibility to reduce reliance on paid advertising.

★★★★ Highly Relevant ★★★ Relevant ★ Somewhat Relevant

Course **Trainer**



Lead Trainer:

Elizabeth Taylor

META Certified AI & Digital Marketing Trainer,
Professional Speaker, and LinkedIn Top Voice

Elizabeth Taylor is an experienced business & marketing trainer with over 25 years of expertise in business strategy, training, and execution. Passionate about bringing clarity to the evolving world of digital marketing, she equips professionals with the strategies and tools needed to grow their businesses.

A fully qualified trainer, she holds an ACLP training certificate and a postgraduate diploma in adult education. Elizabeth specializes in business and marketing audits, digital marketing training, and 1-on-1 business coaching. She helps professionals and entrepreneurs refine their goals, target market, communication strategies, and content. Her client portfolio includes global brands like Apple, Moët, Novartis, and L'Oréal, as well as SMEs across industries such as coaching, food & beverage, fashion, and non-profits.

Previously, Elizabeth spent 12 years in professional academia, tutoring digital marketing for Ascento Learning & Development and Google Squared, and teaching UK-based CIM marketing courses. She also built her early career in the entertainment industry, leading marketing campaigns for Warner Bros. and Universal Pictures, including major franchises like Harry Potter and Fast and Furious.

2-DAY COURSE

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Standard Fee **RM3,500 / delegate**
 Group Fee **RM3,150 / delegate**

- Group fee applies to registrations of 3 delegates or more.
- The course fee is inclusive of applicable taxes and is 100% HRD Corp claimable.
- The course fee includes a 1-night stay at the event hotel.

☐

Please tick (✓) the box if you are applying for HRD Corp grant.

A. ORGANISATION INFORMATION

Name	
Address	
Postcode	
Email	
Phone	

FASTEST WAY TO REGISTER

- Complete the Workshop Series Registration Form
- Kindly email it to us at registration@skill-lyft.com

TERMS & CONDITIONS

1. Replacement Policy

Delegates may request a replacement at no additional cost, provided Skill-Lyft is notified at least three (3) working days before the event.

2. Cancellation Policy

All cancellations must be submitted in writing via email to Skill-Lyft. The following charges apply based on the time of cancellation:

- More than 15 working days before the event: Full refund with no charges.
- 8 to 14 working days before the event: 50% of the registration fee will be charged.
- Within 7 working days before the event: 100% of the registration fee will be charged.

3. No-Show Policy

Delegates who do not attend the event will be charged the full registration fee.

4. Skill-Lyft's Rights

Skill-Lyft reserves the right to cancel or reschedule events. Delegates will be informed promptly of any changes. Please note that Skill-Lyft will not be responsible for airfare, hotel accommodations, or other travel-related expenses incurred by delegates.

5. HRD Corp Grant

If the approved HRD Corp grant amount is less than the course fee, the company will be invoiced for the difference.

6. Invoice & Payment Policy

All invoices must be settled within 14 days of the invoice date or at least one (1) working day before the event, whichever comes first. Delegates will not be allowed entry to the course if payment has not been received.

7. Data Privacy

Skill-Lyft (M) Sdn Bhd acts as the data controller for this information. Your details will be stored in our database and used to fulfill our legitimate interests in event administration.

B. DELEGATE INFORMATION

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Please tick (✓) the box if you have more than three (3) delegates - refer additional copy of this form.

1

Name

Designation

Department

Email

Mobile No.

Dietary Concerns: Vegetarian

Allergies

2

Name

Designation

Department

Email

Mobile No.

Dietary Concerns: Vegetarian

Allergies

3

Name

Designation

Department

Email

Mobile No.

Dietary Concerns: Vegetarian

Allergies

C. BILLING INFORMATION

Quotation or invoice should be directed to:

Name

Designation

Email

Phone

E-signature

By signing, I hereby acknowledge that I have thoroughly read and fully understand the Terms & Conditions stated in this registration form.