

# AI EMPOWERMENT WORKSHOP: TRANSFORMING COPYWRITING AND CREATIVE DESIGN

Join us for two exciting workshops where you'll unlock the potential of AI in creative fields and writing. Discover how AI can elevate your writing skills and empower you to overcome writer's block. Explore how AI is revolutionizing the landscape of creativity and gain practical techniques for integrating it into your own work. By the end of the workshops, you'll have hands-on experience using GPT-4 to rapidly re-edit, reduce cognitive load, and turbocharge your text output. In addition, you'll have gained a comprehensive understanding of how AI can be applied to images, voice, and video and practical experience with various AI-based tools and techniques. Don't miss this opportunity to unleash your creativity with AI!

📍 ENGLANDSGADE 24, 5000 ODENSE C

📅 TUESDAY MAY 30TH 2023 09.30 - 15.00



MAKING IT POSSIBLE:

**MCO MEMBERS: 4500 DKK EX TAX**

**NON-MEMBERS: 6000 DKK EX TAX**

31 MAY - 1 JUNE 2023  
MEDIA CITY ODENSE  
**MEDIATECH  
FESTIVAL**

**nørgård  
mikkelsen**



**TAO LEGENE THOMSEN**  
CREATIVE DIRECTOR, INNOVATION,  
VIRTUE WORLDWIDE

## GPT FOR LAZY COPYWRITERS (AND PEOPLE WHO WANT TO GET RID OF THEM)

AI won't write for you. But it will write with you, helping you overcome the blank screen, rapidly re-edit and turbocharge your text output. Whether you are a writer wanting to reclaim your weekend or a marketer looking to free yourself from fickle pen monkeys, this workshop will get your hands, arms, and elbows dirty inside OpenAI's platform to help you harness the full power of the AI engine.

**SKILLS ACQUIRED:** The workshop gives a working understanding of GPT and its capabilities, the different modes and presets, and the art of the prompt. In 2 hours, participants will have gained hands-on experience in using GPT in their working lives to overcome writer's block, reduce cognitive load, and boost their text output.

**PRE-REQUISITES:** No prior knowledge of AI needed, nor writing skills — only curiosity and an appetite for learning. We do request that participants create an account at <https://platform.openai.com/> to be able to access the underlying machinery of GPT.

## UNLEASH YOUR CREATIVITY: DISCOVER THE LIMITLESS POSSIBILITIES OF AI IN IMAGES, VOICE, AND VIDEO!

Join Nørgård Mikkelsen exploring the endless possibilities of AI in images and video. Discover how AI is changing the landscape of creativity and learn practical techniques for incorporating it into your own work. Agenda (this can definitely change, as the platforms change rapidly):

- Introduction to AI and its applications in the creative field
- AI-based image manipulation and generation tools
- Ethics and considerations when working with AI in creative projects

**SKILLS ACQUIRED:** The workshop gives an overview of different AI tool for images, voice and video, and an understanding of how they can be used.

**PRE-REQUISITES:** No prior knowledge of AI needed — only curiosity and an appetite for learning. Kindly ensure that you have installed Discord and created an account on your laptop, tablet, or phone prior to the workshop.



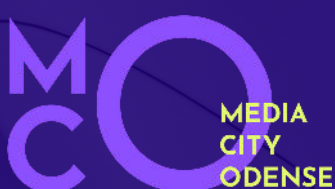
**JAKOB HOLME**  
CREATIVE DIRECTOR,  
NØRGÅRD MIKKELSEN



**HENRIK REWES**  
MEDIA DIRECTOR /  
PARTNER,  
NØRGÅRD MIKKELSEN



**MORTEN BOYSEN**  
GRAPHIC DESIGNER,  
NØRGÅRD MIKKELSEN



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mikkelsen**

THE AI EMPOWERMENT WORKSHOP: TRANSFORMING  
COPYWRITING AND CREATIVE DESIGN IS MODERATED BY MCO  
MEDIATECH FESTIVAL AND NØRGÅRD MIKKELSEN.

## WORKSHOP PROGRAM

9:30 - 10:00 AM

**REGISTRATION & LIGHT BREAKFAST**

10:00 - 12:00 AM

**GPT FOR LAZY COPYWRITERS (AND PEOPLE WHO WANT TO GET  
RID OF THEM)**

By Tao Legene Thomsen, Creative Director, Innovation, Virtue worldwide  
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overcome the blank screen, rapidly re-edit and turbocharge your  
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monkeys, this workshop will get your hands, arms, and elbows  
dirty inside OpenAI's platform to help you harness the full power of  
the AI engine.

12:00 - 13:00 AM

**LUNCH & NETWORKING**

13:00 - 15:00 AM

**UNLEASH YOUR CREATIVITY: DISCOVER THE LIMITLESS  
POSSIBILITIES OF AI IN IMAGES, VOICE, AND VIDEO!**

By Jakob Holme, Creative Director / Morten Boysen, Graphic Designer /  
Henrik Rewes, Media Director, and Partner, Nørgård Mikkelsen

A two-hour workshop exploring the endless possibilities of AI in  
images and video. Discover how AI is changing the landscape of  
creativity and learn practical techniques for incorporating it into  
your own work. The workshop gives an overview of different AI tool  
for images, voice and video, and an understanding of how they  
can be used.

15.00 AM

**DRINKS & NETWORKING**

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TICKET HERE**

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