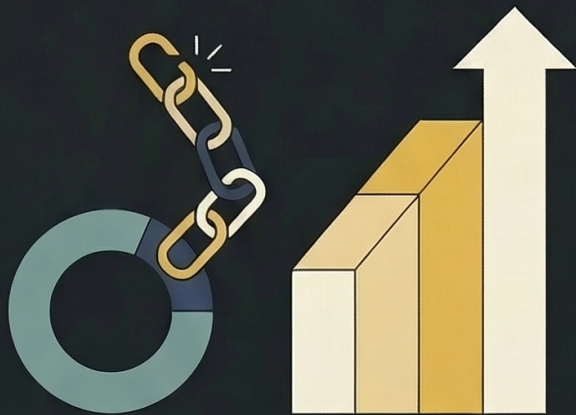


# AI Content Creator Lab: The SME Growth Engine



**60-70% Cost Reduction**

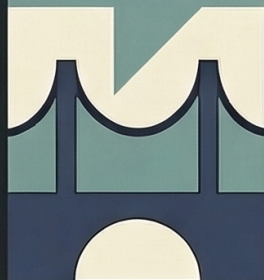
Eliminate expensive agency fees by producing professional-grade marketing assets entirely in-house.

**300% Increase in Content Output**

Scale your digital presence across all platforms without increasing your team's headcount.

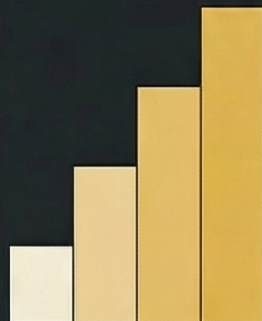


**Bridge the 14.5% SME AI Gap**



**Bridge the 14.5% SME AI Gap**

Gain a competitive advantage as one of the few SMEs utilizing advanced generative AI.



**300% Cost Reduction**

Scale your digital presence across all the platforms without increasing your team's headcount.



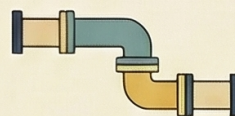
Based in Singapore, led by 23-year industry veteran Benjamin Song, the AI Content Creator Lab (AICCL) is a 2-day intensive workshop teaching end-to-end AI workflow for in-house agency-quality asset production.

## The 48-Hour Workflow Mastery & Audience

### AICCL Tool Stack

Production Stage	AI Tools Utilized	Primary Outcome
<p><b>Strategy &amp; Ideation</b></p>	<p><b>ChatGPT / NotebookLM</b></p>	<p>USPs, Audience Targeting, &amp; Scripts</p>
<p><b>Visuals &amp; Video</b></p>	<p><b>Gemini / Grok / Sora</b></p>	<p>High-quality images &amp; AI video clips</p>
<p><b>Final Assembly</b></p>	<p><b>CapCut</b></p>	<p>Polished, professional marketing assets</p>

## The 48-Hour Workflow Mastery



### End-to-End Content Pipeline

Master a seamless flow from initial strategy to final video assembly using specialized tools.



### Advanced Prompt Engineering

Learn to communicate with AI systems to ensure consistent, brand-aligned, and high-quality results.



### Hands-On Portfolio Project

Apply new skills immediately to develop a complete, ready-to-use AI-generated marketing campaign.

## Who Should Attend?



### SME Owners & Founders

Leaders seeking cost-effective ways to scale digital presence and improve ROI.



### Marketing Professionals

Creators and managers looking to overcome creative blocks and streamline production workflows.



**Led by Benjamin Song:** Learn from a trainer with 23+ years of leadership and digital marketing expertise.

# AI Content Creator Lab (AICCL)

## 2-Day Intensive Workshop on AI-Powered Content Creation

**Trainer:** Benjamin Song (23+ Years Business Leadership & Digital Marketing Expert)

### Course Overview

Digital marketing has undergone a seismic shift. Consumers are constantly bombarded with advertisements across social media, websites, and video channels, leading to widespread "ad blindness." Paid ads alone are no longer sufficient to capture attention or build meaningful engagement. Today, successful brands rely on content-driven marketing—informative, entertaining, and visually stunning content that naturally attracts and retains audiences.

Simultaneously, the rapid advancement of Artificial Intelligence has democratized content production. What once required expensive agencies, professional designers, and full production teams can now be achieved in-house using AI tools. The **AI Content Creator Lab (AICCL)** is a two-day intensive workshop designed to bridge this gap, empowering participants to master the emerging workflow of AI-powered content creation.

This program focuses on practical, cost-effective methods to generate high-quality marketing assets—including images, short videos, and visual storytelling pieces—ready for deployment across all digital platforms.

### Why Attend? The "SME Growth Engine"

For SMEs and marketing professionals, scaling content production often means ballooning costs. The AICCL is designed as a growth engine, teaching you how to "Do More with Less." By mastering a cohesive AI workflow, small teams can produce agency-quality content, drastically reducing marketing overhead while significantly increasing output and audience engagement.

### What You Will Learn

Participants will learn how to seamlessly integrate leading AI tools into a structured, end-to-end workflow:

- **Ideation & Strategy:** Using **ChatGPT** for rapid idea generation, audience targeting, and defining Unique Selling Propositions (USPs).
- **Visual Asset Creation:** Leveraging **Gemini Nano Banana** for high-quality image generation.
- **Video Production:** Utilizing **Grok** for short, engaging AI-generated video clips and exploring **Sora** for advanced video generation capabilities.

- **Content Assembly:** Bringing assets together into polished, final pieces using **CapCut**.
- **Multi-Format Adaptation:** Using **NotebookLM** to repurpose content into infographics, audio (podcasts), and video scripts.

A core focus of the workshop is **Prompt Engineering**—the critical skill of communicating effectively with AI systems to ensure consistent, brand-aligned, and high-quality outputs.

## Workshop Methodology

The AICCL is highly hands-on. Participants will actively practice image creation, video generation, character development, and content assembly during guided exercises. The session concludes with a comprehensive project exercise, where participants apply their new skills to develop a complete, AI-generated content campaign based on a real-world product or service concept.

## Target Audience

This workshop is ideal for:

- **SME Owners & Founders:** Seeking cost-effective ways to scale marketing efforts and improve digital presence without expanding headcount.
- **Marketing & Communications Professionals:** Digital marketers, social media managers, and content creators looking to streamline workflows, overcome creative blocks, and increase content volume.
- **Freelancers & Solopreneurs:** Independent professionals needing efficient tools to deliver high-quality results quickly to clients.

## About the Trainer

**Benjamin Song** brings over 23 years of business leadership experience, with a specialized focus on digital marketing and AI. As a highly rated trainer at ASK Training Institute, Benjamin is known for his engaging, practical teaching style that translates complex technological concepts into actionable business strategies. His courses consistently receive top reviews for relevance, depth of insight, and immediate applicability.

## Course Details

- **Duration:** 2 Days
- **Format:** In-person, Hands-on Workshop
- **Recommended Pricing:** \$680 per pax (Group discounts available)