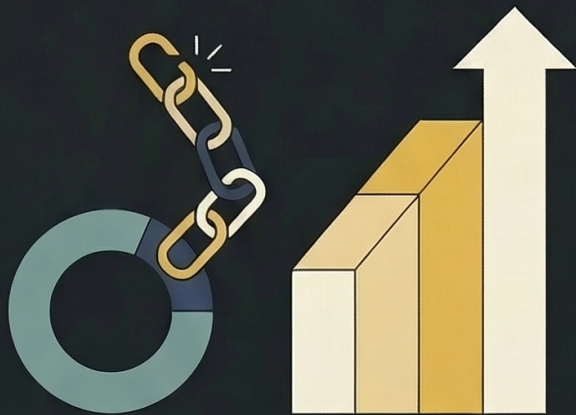


AI Content Creator Lab: The SME Growth Engine



60-70%

Cost Reduction

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

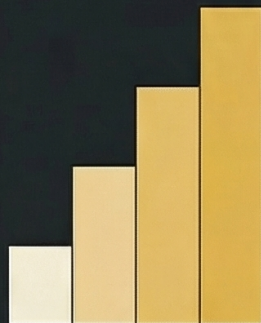
300%

Increase in Content Output

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

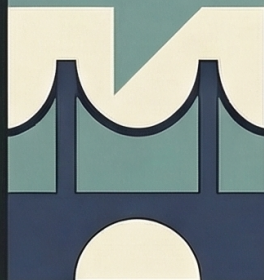


Bridge the **14.5%** SME AI Gap



300% Cost Reduction

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



Bridge the **14.5%** SME AI Gap





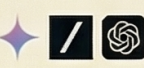




Gain a competitive advantage as one of the few SMEs utilizing advanced generative AI.



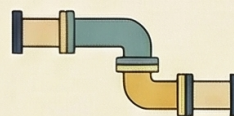
Based in Singapore, led by 23-year industry veteran Benjamin Song, the AI Content Creator Lab (AICCL) is a 2-day intensive workshop teaching end-to-end AI workflow for in-house agency-quality asset production.

The 48-Hour Workflow Mastery & Audience

AICCL Tool Stack

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

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 | **Duration:** 2 Days | **Location:** Singapore

Class Size: Limited to 25 Participants | **Pricing:** \$680 (Standard) / \$580 (Group 3+)

EXECUTIVE SUMMARY

The **AI Content Creator Lab** is a premium 2-day intensive workshop designed to empower SMEs, marketing professionals, and freelancers with the skills to master AI-powered content creation. Taught by Benjamin Song, a 23+ year industry veteran, this course delivers a proven, end-to-end workflow that enables small teams to produce agency-quality content in-house.

The Opportunity

- **Market Demand:** AI-related skills demand in Singapore has more than doubled (2022-2025)
 - **SME Gap:** Only 14.5% of SMEs have adopted AI, compared to 62.5% of larger businesses
 - **Cost Savings:** Participants can reduce content production costs by 60-70% while increasing output by 300%+
-

COURSE OVERVIEW

The Problem We Solve

Ad blindness is real. Audiences ignore traditional paid advertising. Successful brands now win through content-driven marketing. However, producing high-quality content at scale is expensive—requiring designers, videographers, copywriters, and editors. For SMEs and freelancers, this is financially prohibitive.

AI has changed everything. What once required a \$50K/month agency can now be done in-house by a small team using the right tools and workflow.

The Solution

The AICCL teaches a **complete, cohesive AI workflow** that integrates leading tools into a repeatable process:

Stage	Tools	Outcome
Ideation & Strategy	ChatGPT	Brainstorming, audience targeting, USP definition
Visual Asset Creation	Gemini Nano Banana	High-quality, brand-aligned images
Video Production	Grok, Sora, CapCut	Engaging short videos and reels
Multi-Format Adaptation	NotebookLM	Infographics, podcasts, video scripts
Real-World Project	All Tools	Portfolio-ready content campaign

Key Learning Outcomes

Participants will master:

- **Prompt Engineering:** Communicating effectively with AI systems for consistent outputs
- **Content Strategy:** Identifying target audiences and defining unique selling propositions
- **Workflow Optimization:** Streamlining the entire content creation process
- **Brand Consistency:** Maintaining visual and messaging coherence across all assets
- **Practical Application:** Completing a real project during the workshop

TARGET AUDIENCE

Primary Segments

1. SME Owners & Founders

- Limited marketing budgets but high growth ambitions
- Need to produce professional content without hiring full teams
- Seeking cost-effective ways to scale digital presence
- Value: Immediate ROI, in-house capability, competitive advantage

2. Marketing & Communications Professionals

- Digital marketers, social media managers, content creators
- Need to stay ahead of industry trends
- Want to streamline workflows and increase productivity
- Value: Career advancement, skill differentiation, efficiency gains

3. Freelancers & Solopreneurs

- Manage personal branding and client work
- Require efficient tools to deliver high-quality results quickly
- Looking to take on more clients and increase revenue
- Value: Time savings, quality improvement, revenue growth

Market Size & Demand

- Singapore's AI skill demand has more than doubled (2022-2025)
 - 606,000+ individuals participated in supported training programs in 2025
 - SME AI adoption rate: 14.5% (massive untapped market)
 - Growing government support through SkillsFuture initiatives
-

COURSE STRUCTURE

2-Day Intensive Format

Day 1: Foundation & Strategy

- Morning: Introduction to content marketing in the era of AI. Prompt engineering fundamentals and advanced prompt engineering for most contextualised responses.
- Afternoon: Hands-on ChatGPT workshop for ideation and content planning. Introduction to AI tools for content creations. Contents creation workflow.

Day 2: Execution & Assembly

- Morning: Image generation (Gemini), video creation (Grok/Sora), and CapCut assembly
- Afternoon: Multi-format adaptation with NotebookLM + real-world project work

What's Included

- Complete AI tools workflow training
- Hands-on exercises and guided projects
- Professional project portfolio piece

- Digital course materials & resources
- Certificate of completion
- 30-day post-course support access

Class Size & Experience

- **Limited to 25 participants** for quality feedback and personalized attention
 - **Hands-on methodology:** Participants practice every tool during the workshop
 - **Real project focus:** Leave with a portfolio-ready content campaign
 - **Trainer expertise:** Benjamin Song provides real-world business context
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ABOUT THE TRAINER

Benjamin Song

Background: 23+ Years of Business Leadership & Digital Marketing Expertise

Benjamin Song is a highly-rated trainer, specializing in digital marketing and AI. His background includes:

- Over 23 years in business leadership and strategic planning
- Expertise in digital marketing innovation and AI integration
- Track record of driving business growth through technology adoption
- Proven ability to translate complex concepts into actionable strategies

Student Testimonials

"Benjamin was incredibly knowledgeable and made the complex world of AI content creation feel accessible. His real-world examples and hands-on approach made all the difference. I left with not just skills, but confidence to implement them immediately."

— Digital Marketing Professional, Singapore

"The course is highly relevant, and the trainer is very knowledgeable. The trainer shared many insights and tools that provide learners with a strong foundation."

— Marketing Manager

PRICING & VALUE PROPOSITION

Pricing Structure

Option	Price	Details
Standard Ticket	\$680 per pax	Full 2-day access, materials, certificate
Early Bird / Group (3+)	\$580 per pax	Save \$100 per person, team discounts
Corporate Packages	Custom	Bulk discounts, flexible scheduling available

ROI Justification

- **Cost Reduction:** 60-70% reduction in content production costs
 - **Output Increase:** 300%+ boost in content volume
 - **Time Savings:** 50+ hours saved per month on content creation
 - **Team Empowerment:** Entire team can work independently post-training
 - **Competitive Advantage:** Stay ahead of industry trends
 - **Portfolio Assets:** Leave with ready-to-use content pieces
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MARKET POSITIONING

Unique Selling Proposition

"Master the Complete AI Content Workflow in 48 Hours"

Unlike competitors, AICCL:

- Teaches an **end-to-end workflow** (not just individual tools)
- Led by a **23+ year industry veteran** (not just a tech instructor)
- Focuses on **business outcomes** (not just technical novelty)
- Delivers **real portfolio assets** (not just theory)
- Provides **30-day post-course support** (not just a one-off event)

Competitive Landscape

Provider	Duration	Focus	Pricing
Vertical Institute	1 Day	AI Content Creation	~\$300-400
SIRS	2 Days	Gen AI Workshop	\$4,905 (full fee)
Assure Academy	Varies	WSQ Accredited	Varies
AICCL	2 Days	Complete Workflow + Business	\$680

COURSE LOGISTICS

Venue & Dates

- **Location:** TBA
- **Dates:** [To be confirmed based on demand]
- **Time:** 9:00 AM - 6:00 PM (with 2 breaks and lunch break)

Requirements

- Laptop (Windows or Mac)
- Notebook for notes
- Mobile device for most apps to be installed
- Enthusiasm and an open mind

Cancellation Policy

- Full refund if cancelled 14 days before
- 50% refund if cancelled 7-13 days before
- No refund if cancelled within 7 days