1-Day Workshop on "AI Applications in Media & Entertainment" — structured, practical, and useful for academicians, professionals, and creators.

Workshop Objectives

By the end of the workshop, participants will:

- Understand key AI technologies used in media & entertainment.
- Apply AI tools for video editing, content creation, and personalization.
- Learn workflow automation with Generative AI.
- Build simple hands-on projects relevant to film, OTT, news, radio, and social media.

Full-Day Schedule (9:30 AM – 5:00 PM)

9:30 AM – 10:00 AM

Introduction to AI in Media & Entertainment

- Evolution of digital content & AI's role
- Market examples: Netflix, YouTube, Meta, Disney, Sony
- Types of AI: Generative AI, NLP, Computer Vision, Recommendation Systems

10:00 AM – 11:00 AM

Session 1: AI for Content Creation

Topics

- AI-assisted script writing
- Automatic subtitles & translation (NLP)
- AI voice-over generation
- Generative AI for images/posters/videos

Tools Demonstrated

- ChatGPT / Gemini for scriptwriting
- ElevenLabs / Resemble AI (voice)
- Midjourney / Stable Diffusion (posters)
- Runway ML / Pika / Adobe Firefly (videos)

Mini Activity
Create a 30-second narration + poster for a sample video.

11:00 AM – 11:15 AM – Tea Break

11:15 AM – 12:30 PM

Session 2: AI in Video Editing & Post-Production

Topics

- Automated video editing (cut detection, background removal)
- Color grading with AI
- Lip-sync matching

- Deepfake ethics & safe AI usage

Tools Demonstrated

- Descript
- Runway ML
- Adobe Premiere Pro AI features
- Kaiber.ai

Mini Project
AI-generated short video with scene enhancements.

12:30 PM – 1:30 PM – Lunch Break

1:30 PM – 2:30 PM

Session 3: AI for Media Optimization & Personalization

Topics

- AI recommendation engines (OTT, YouTube, Spotify)
- Social media content optimization
- Thumbnail, hashtag & title optimization
- Audience behavior prediction

Tools

- YouTube Analytics + AI optimization
- TubeBuddy / VidIQ
- ChatGPT prompt library for marketing

Exercise
Generate optimized titles + descriptions for a sample video.

2:30 PM – 3:45 PM

Session 4: AI in Broadcasting, News, Music & VFX

Topics

- AI news anchors & automated newsrooms
- AI in radio: synthetic RJ voices
- Music generation using AI
- AI for VFX scene creation
- Virtual production (LED walls + AI content)

Tools

- Synthesia / HeyGen
- AIVA / Suno / MusicGen
- Unreal Engine + AI addons
- MoCap AI suites

Hands-On Mini Task
Generate a 20–30 sec AI-news anchor clip.

3:45 PM – 4:00 PM – Tea Break

4:00 PM – 5:00 PM

Session 5: Capstone Project + Demo

Participants choose one:

1. AI-generated digital poster
2. AI news anchor video
3. AI-generated music track
4. Short AI-edited video
5. Social media AI-powered campaign

Outcome

- Ready media asset for portfolio
- Certificate of completion

Deliverables Provided

- Workshop PPT (AI in M&E)
- Prompt libraries (script, marketing, editing)
- List of free & paid AI tools
- Templates for poster/video generation
- Certificate format

Ideal Audience

- Media professionals
- Video editors
- Digital marketers
- Journalism & mass-com students
- OTT & entertainment startup teams
- Content creators / YouTubers

Instructor: Mr Suresh Tripathi is a founder of Geosun Pty Ltd an Australian company registered in year 2000 to provide AI corporate training, data center solutions and data pipeline end-to-end cloud platform. He has nearly 25+ years of work experience in digital data analytics integrated with AI and tech platforms. His education qualifications include master degree in Statistics from India, master degree in Geostatistics from Australia and master degree in Geoscience from Australia. He completed his AI certificate courses from Stanford Business School from California and High Impact Leadership from Cambridge University, UK. He has worked in Australia and US focusing his career on data strategy, tech platforms, and developing in-house training. He has worked with range of industries in Australia and US that include Deloitte, Flybuys, Ambulance Victoria, CFA (Emergencies Services), Avexa, Covance, Avance Clinical (Pharmaceuticals), Intelligen, Commonwealth Bank, Hackett Group (US), Health and Safety Sphera Solutions(US), Vic Government (Environment, water and energy), Waste Management (US), Outfront Media (US), Adani Mining (Australia) and Fura Gems Industries (Dubai).

Fee: Rs 25,000 per participant plus GST payable to GeosunAI Tech Cloud Pvt Ltd. RTGS/Cheque/ PhonePe via below link form.

Bank: Punjab National Bank

Account Name: NB, GeosunAI Tech Cloud Pvt Ltd

Account No.: 1228102100001295