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AHMEDABAD MANAGEMENT ASSOCIATION®

VS Pandya Sahitya Mudranalaya – AMA Centre for Communication
Bala K Subramaniam – AMA Centre for Management of Technology

CONTENT WRITING IN THE AGE OF AI
(FOUNDATIONAL WORKSHOP)

Artificial Intelligence is transforming the way we think, write and create. This workshop explores how AI can be used not just to automate writing, but to enhance creativity, sharpen ideas and improve communication. Participants will learn to work with AI as a thinking partner, from generating ideas and asking better questions to refining content for professional use.

LEARNING OUTCOMES

By the end of the workshop, participants will be able to:

- Understand the fundamentals of thinking and writing in the AI era.
- Develop effective prompting skills to get better results from AI.
- Use AI to generate, explore and refine ideas.
- Enhance creativity and critical thinking through AI-assisted writing.
- Integrate AI ethically and effectively into professional communication.

CONTENTS

- Thinking in the Age of AI: From First Principles
- Prompting as a Thinking Skill: Asking Better Questions
- Writing with AI: From Ideation to Refinement
- AI as a Thinking Partner: Frameworks for Creativity and Professional Writing

FOR WHOM

Early-career professionals, educators, students, researchers and content creators seeking to use AI effectively in writing, ideation and communication.

PROGRAMME FACULTY

Mr. Nivid Desai serves as Programme Executive (Writing Studio) at IIT Gandhinagar. He holds a gold medal in MA English from St. Xavier's College, Ahmedabad, along with certified writing credentials from Harvard University and the University of Pennsylvania. Conferred the title of "Orator of Xavier's" for 2018–19, he has translated RJ Dhvanit's *Morning Mantra* into English, published by Navbharat Sahitya Mandir and featured on the Crossword Bestsellers List. He also counsels artists, educators, corporates and entrepreneurs on creative content, storytelling and brand strategy.

Programme Date:
November 28, 2026

Duration:
Full Day

Time:
10:00 AM to 5:00 PM

Format:



Programme Fee:
INR 1,000/- (Incl. GST)
Concession for Members 10%;
Patron 20%; (Lunch included)

Last Date to Register:
November 27, 2026

Register

For bulk nominations and enquiries, please reach us at:

Mr. Dishank Panchal
Sr. Manager – Programs & Development
Mobile: 63525 56857
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ISO 9001:2015 CERTIFIED

For enquiries and nominations, please reach us at:
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