



VIRTUOSE

AI for Marketing Teams

Practical Integration in One Day

Workshop by **Mike Sharman, CEO of Retroviral,**
African Consultancy of the Year at the 2025 SABRE Awards Africa

Wednesday 15 April 2026 • Hennessy Park Hotel



AI Related Training is up to
90% HRDC Refundable.

Meet Mike Sharman

Mike, **Chief Creative Officer of Retroviral**, has helped more brands go viral globally than any other African agency. His standout campaigns include The Sixty60 Swindler, My Kreepy Teacher, and Nando's Last Dictator Standing, with work for Checkers Sixty60, Kreepy Krauly, RocoMamas, Russell Hobbs, and M-Net.

Retroviral has been named **African Consultancy of the Year at the 2025 SABRE Awards Africa**. Alongside this honour, Mike took home six awards across various categories and Retroviral was named a finalist for Best in Show—a nod to the quality and impact of the work they have created over the past year.

A 2018 Entrepreneur of the Year finalist and one of Mail & Guardian's Top 200 Young South Africans, Mike also co-founded Webfluential, Retroactive.digital, and MatchKit.co.

Widely recognised for his creative excellence, Mike has won multiple top industry awards, including Loeries, PRISA PRISM, Bookmarks, Assegai, and Cannes Lions, highlighting his consistent impact and innovation in the marketing and digital space.

He is also behind the Put Foot Foundation, which has provided over 100,000 school shoes to children across the SADAC region.



“

“We’ve never set out to be the biggest. Our goal has always been to be the best. Recognition like this tells us we’re on the right path.”

Awards & Achievements - Mike Sharman

Loeries 2022 – Gold Effective Creativity – #MyKreepyTeacher

PRISA PRISM Campaign of the Year Award 2022 for Checkers Sixty60 | #Sixty60Swindler

Loeries 2021 – Gold PR, Gold Digital, Silver Social Media – #MyKreepyTeacher

PRISA PRISM Campaign of the Year Award 2021 for Kreepy Krauly | #MyKreepyTeacher

PRISA PRISM Campaign of the Year Award 2017 for RocoMamas #ElectionBurger

PRISA PRISM Gold award winning campaign 2017 for RocoMamas #ElectionBurger – Social Media category

PRISA PRISM Silver award – Best Small Agency Category

Bookmarks Bronze campaign 2015 for Kleep Krauly Wrangler – Branded Content category

PRISA PRISM Gold award winning campaign 2014 for Douwe Egberts Yawn Activated Vending Machine – Social Media category

PRISA PRISM Gold award winning campaign 2013 for Nando's #25Reasons – Social Media category

PRISA PRISM Gold award 2013 for Best Small Public Relations Consultancy

Cannes Lions Bronze campaign 2012 for Nando's Last Dictator – Best Use of Integrated Media with Black River FC

Bookmarks Silver campaign 2012 for Nando's Last Dictator – Social Media

Assegai Silver campaign 2012 for Nando's Last Dictator – Social Media

PRISA PRISM Gold award winning campaign 2012 for Nando's Last Dictator – Digital Media Relations category

PRISA PRISM Gold award winning campaign 2012 for Put Foot Rally #ShoesOnFeet with BangersAndNash.com – NGO category

PRISA PRISM Silver award 2012 for Best Small Public Relations Consultancy

PRISA PRISM Gold award winning campaign 2011 for Nando's CEO – Social Media category

Loeries Silver campaign 2011 for Nando's CEO – Integrated Media Campaign with Black River FC



Awards & Achievements - Mike Sharman

Loeries Awards

2022 – Gold: Effective Creativity – #MyKreepyTeacher

2021 – Gold PR, Gold Digital, Silver Social Media – #MyKreepyTeacher

2011 – Silver: Integrated Media Campaign – Nando's CEO with Black River FC

PRISA PRISM Awards

2022 – Campaign of the Year – Checkers Sixty60 | #Sixty60Swindler

2021 – Campaign of the Year – Kreepy Krauly | #MyKreepyTeacher

2017 – Campaign of the Year – RocoMamas #ElectionBurger

2017 – Gold: Social Media – RocoMamas #ElectionBurger

2014 – Gold: Social Media – Douwe Egberts Yawn Activated Vending Machine

2013 – Gold: Social Media – Nando's #25Reasons

2013 – Gold: Best Small PR Consultancy

2012 – Gold: Digital Media Relations – Nando's Last Dictator

2012 – Gold: NGO – Put Foot Rally #ShoesOnFeet

2012 – Gold: Social Media – Nando's CEO

2012 – Silver: Best Small PR Consultancy

Silver – Best Small Agency Category

Bookmarks Awards

2015 – Bronze: Branded Content – Kleep Krauly Wrangler

2012 – Silver: Social Media – Nando's Last Dictator

Assegai Award

2012 – Silver: Social Media – Nando's Last Dictator

Cannes Lions

2012 – Bronze: Integrated Media – Nando's Last Dictator (with Black River FC)





***Elevate your marketing with
practical AI skills in just one day.***

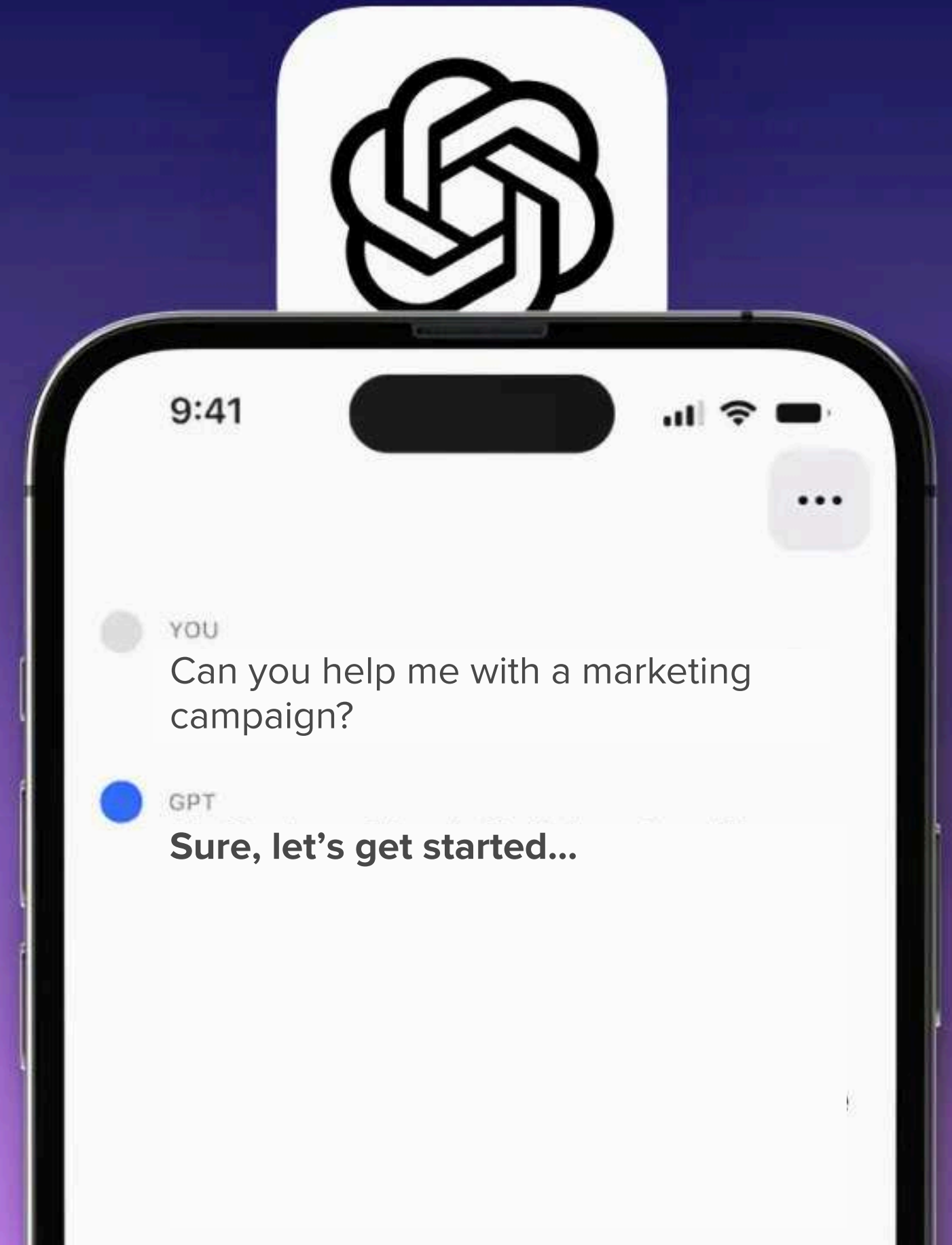


Training Framework

This intensive one-day workshop is designed to help marketing teams integrate Artificial Intelligence directly into their daily workflow.

The training focuses on practical implementation — identifying automation opportunities, redesigning internal processes, and building AI-enhanced marketing systems that increase productivity and strategic impact.

This is not theory. This is workflow redesign.



Objectives

Identify where AI can save time within their current marketing workflow

Understand what should be automated, enhanced, or kept human

Use AI to strengthen research, strategy, and campaign planning

Build an AI-enhanced content production system

Create a structured AI-powered campaign plan

Learn how to maintain brand voice and strategic control while using AI

Develop a practical 7-day AI-supported content calendar

Leave with ready-to-use templates and integration tools

Training Outline

Module 1: Where AI Fits in Your Marketing Team

Overview of AI in Modern Marketing

- The Marketing Department of 2026
- AI as assistant, not replacement
- Why “more content” is no longer the strategy
- Teams that adapt vs. teams that shrink

Identifying AI Leverage Points

Where AI adds immediate value:

- Research & insights
- Copywriting & brainstorming
- Data analysis
- Reporting automation
- Email sequences

Mapping Your Current Workflow

Participants map their existing processes:

- Campaign planning
- Content creation
- Social media
- Reporting
- Lead management

Exercise

Each participant/team identifies 5 tasks that can be automated immediately.

Training Outline

Module 2: AI for Research & Strategy

Competitor & Market Intelligence

- Fast competitor analysis
- SWOT generation
- Market gap identification
- Trend spotting

Customer Persona Development

- Creating deeper personas
- Objection mapping
- Emotional trigger analysis

Campaign Strategy in 30 Minutes

Live framework build:

- Campaign objective
- Target audience
- Messaging pillars
- Content angles

Exercise

Participants create a mini AI-powered campaign framework.

Training Outline

Module 3: AI for Content Production

Copywriting Acceleration

- Social media posts
- LinkedIn thought leadership
- Email campaigns
- Website copy
- Press releases

AI for Content Repurposing

One article → multiple social posts

One video → captions + blog + email

One webinar → two weeks of content

Tone & Brand Control

- Maintaining brand voice
- Creating AI brand guidelines
- Avoiding generic content
- Human oversight strategies

Exercise

Create a 7-day AI-enhanced content calendar in 30 minutes.

Training Outline

Module 4: Generative AI Integration Into Your Workflow

Generative AI for Beginners

Participants explore tools for:

- Research
- Content generation
- Visual creation
- Automation workflows

Designing Your AI Workflow System

- Building an internal AI workflow structure
- Assigning AI-supported responsibilities within teams
- Avoiding over-automation

Training Outline

Module 5: Practical Implementation Exercise: Generative AI in Your Own Environment

Participants apply everything learned to their real marketing context:

- Redesign one existing process using AI
- Build a simplified AI-supported campaign plan
- Present integration roadmap

What Participants Will Recieve

- AI Workflow Integration Template
- Campaign Planning Framework
- AI Tool Comparison Sheet
- 7-Day Content Calendar Template
- PDF training materials

Agenda

08:30 - 09:00 AM	<i>Arrival and Registration</i>
09:00 - 09:30 AM	Introduction to AI and the Digital Landscape
09:30 - 10:15 AM	Module 1 – Where AI Fits in Your Marketing Team
10:15 - 10:30 AM	<i>Morning Break</i>
10:30 - 11:30 AM	Module 2 – AI for Research & Strategy)
11:30 - 12:15 PM	Module 3 – AI for Content Production
12:15 - 13:15 PM	<i>Lunch Break</i>
13:15 - 13:45 PM	Module 4 – Generative AI Integration
13:45 - 14:45 PM	Designing Your AI Workflow System
14:45 - 15:00 PM	<i>Coffee Break</i>
15:00 - 16:00 PM	Module 5 – Practical Implementation Exercise
16:00 - 16:30 PM	Group Discussion & Q&A
16:30 - 16:45 PM	<i>Feedback & Closure</i>



AI for Marketing Teams
Practical Integration in One Day

Wednesday 15 April 2026

9:00 - 16:45

@ Hennessy Park Hotel

FEES PER PARTICIPANT - Rs 22 000

MQA Approved

Up to HRDC **90% Refundable**

FOR BOOKINGS : info@virtuose.com



14 Buswell Ave, Quatre-Bornes
tel. 427 0888