

Accelerate Your Writing Journey with Avid Learning's Generative AI Writing Workshop

“Generative AI is the most powerful tool for creativity that has ever been created. It has the potential to unleash a new era of human innovation.”

- Entrepreneur and Investor, **Elon Musk**

Imagine a world where writing is no longer a solitary act, but a collaborative effort between human and machine. This is the future promised by generative artificial intelligence (GenAI). These AI tools are more than just fancy spell checkers; they are creative partners capable of conjuring human-quality text in varied styles and formats. From brainstorming captivating stories to composing technical documents, GenAI is transforming the way we write.

Today's GenAI can jumpstart your ideas, organize your thoughts, and assist with relevant research. This revolution is giving writers the power to work smarter, not harder, to tap into their creative potential. However, mastering the effective use of GenAI requires a nuanced understanding of its capabilities, limitations, and ethical implications.

Scratch Content and **Avid Learning** present **Creative Algorithms: How to Ace Your Writing Using Generative AI**, an immersive workshop with *Author and Director, Scratch Content* **Sapna Gupta**. The full-day workshop will introduce the participants to leverage the power of GenAI to transform their writing process. Through hands-on exercises, the workshop will equip attendees with practical techniques to streamline their writing workflows and better manage their time. Guest speaker and *Founder, Editrix.ai* **Meru Gokhale** will share insights on blending artificial intelligence with human editorial expertise to streamline editing. The workshop will hone writing skills through creative collaboration with GenAI, pushing the boundaries of the craft.

During the workshop, the participants will learn to harness GenAI for more efficient and compelling written communication across multiple formats. They will learn how to draft concise, impactful emails that will persuasively resonate with their intended audiences. The workshop will cover techniques for crafting engaging blog posts brimming with fresh, standout ideas. The participants will also learn how to streamline research processes by curating relevant information and insights. The last session will focus on developing captivating video scripts and enhancing social media strategies through AI integration.

Since 2023, Avid Learning has explored the transformative intersection of **AI and the arts**, decoding its influence on visual arts, literature, design, written word, and cinema. This installment is the latest chapter in the **tech-oriented innovative programming** of understanding the changing artistic expression through the lens of artificial intelligence.

Join us and elevate your craft by mastering the brave new world of AI-powered writing with cutting-edge tools that open up novel frontiers for the written word.

When: Saturday, 8th June 2024

10:00 am - 10:30 am – Registrations | 10:30 am - 04:00 pm – Workshop

Where: Essar House, Mahalaxmi, Mumbai 400034

Fees: Rs. 2000 + GST (Includes Lunch and Refreshments)

Register: www.avidlearning.in

Press Email: Ayesha Dadachanji (ayeshah.avid@gmail.com)

About Speakers:

Sapna Gupta

Named the 'Creative Entrepreneur of the Year' at the Women Entrepreneurship Conclave and Awards 2022, Sapna is a writer, entrepreneur, and generative AI enthusiast. She is the Author of Staged - a book on the live entertainment industry of India. With over a decade and a half of domain expertise in live experiences and creating medium-agnostic communication, Sapna believes in journeying with brands and consumers. Currently at the helm of an award-winning start-up, Scratch Content, she has worked on content strategy and execution for some of the biggest brands in India and overseas.

Born in Mumbai, Sapna has spent her formative years in Kolkata before moving back to Mumbai to pursue her passion for content and communication. Sapna is currently working closely on social initiatives and sustainability, alongside speaking, teaching, and running Scratch Content.

Meru Gokhale is a seasoned publishing professional with two decades of experience in the literary world. Former Publisher of The Penguin Press Group in India, Gokhale has worked with writers such as Salman Rushdie, Amitav Ghosh, Ramachandra Guha, Jhumpa Lahiri, and Dr. Siddhartha Mukherjee, among many others. She is currently building Editrix, an AI-powered editor.

Editrix is a platform that combines the power of artificial intelligence with the nuance and insight of human editors. Editrix goes beyond simple grammar and style corrections, providing intuitive, context-aware suggestions, developmental editing, and in-depth feedback that aims to support and enhance the work of human editors. This innovative approach streamlines the editing process, saving time and resources while maintaining the highest standards of quality and accuracy.