

AI FOR
MEDIA

2026
BROCHURE

Helping journalists, PR and
comms teams thrive in the age
of AI **without losing their minds**

Harriet Meyer



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“There’s so much noise around AI but so few experts who can help agencies master the practical realities. Harriet cuts through the nonsense and transforms people’s thinking. I fully recommend her to agencies looking to scale AI implementation in a considered way.”

**Jonathan Welsh, B2B Business Director,
Tangerine Communications**



AI FOR MEDIA

ABOUT HARRIET MEYER

Bridging the gap between traditional journalism and the AI revolution.

With over 20 years' experience in national journalism—including working for The Daily Telegraph, The Times, The Guardian, the BBC, and The Observer—I understand your world. I know the deadlines, the pressures, and the non-negotiable need for accuracy.

I founded AI for Media to help editorial, PR and comms teams use AI in ways that protect standards, and actually fit the reality of their work.



The Guardian

THE TIMES
THE SUNDAY TIMES

The Observer

THE TIMES

B B C

“Harriet delivered two workshops which were incredibly valuable. Our network came to the sessions with a mixed understanding of AI. We really appreciated the time she took to tailor her content and delivery to make it relevant to our audience.”

Her workshop was pitch perfect; she made the topics accessible and clear, whilst also offering detailed advice for using AI in the workplace and preparing us to learn more as this new technology evolves. We would highly recommend her services.”

**Eve Wersocki Morris, Chair of Publishers
Publicity Circle**

**Publishers'
Publicity
Circle**

MY APPROACH

Human-first. Practical. Actionable. Zero jargon, and skills your team can use the same day.

AI is moving fast, but teams that rush in without a plan risk errors and reputational damage. My training is designed to build responsible, confident use:



BESPOKE:

I don't deliver generic training. I base training on your team's specific workflows to solve your actual challenges.



PRACTICAL FRAMEWORKS:

Your team builds repeatable workflows, not one-off experiments.



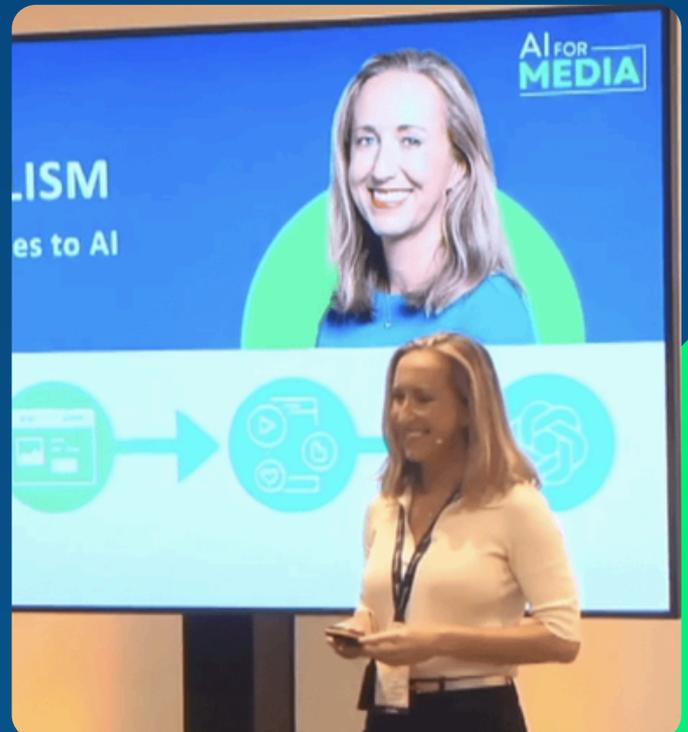
SAFETY & ETHICS:

We prioritise privacy, disclosure, and bias checks, ensuring you can innovate without risking trust or compliance.

“From the very first briefing she was extremely organised and focused, ensuring our half-day session delivered maximum value.

We gained practical, actionable insights into using AI effectively, and a much clearer sense of how AI models can enhance our PR work. We'll be booking more sessions as the tech advances. I'd thoroughly recommend Harriet to any business looking to build confidence and efficiency with AI.”

Sam Emery, Managing Director, Quill PR



SPEAKING & INSPIRATION SESSIONS

For team days, conferences, or quick-win introductions

FORMAT	DURATION	GROUP SIZE	ONLINE	IN-PERSON
Talk / Lunch & Learn	60 mins	Any size	£500	£650
Mastering your AI Foundations	90 mins	Any size	£750	£950

Note: Travel and hotel costs added for work outside London.

FOCUSED WORKSHOPS

Bespoke, hands-on, workflow-based training for your team challenges, using real articles and live client examples.

DURATION	GROUP SIZE	ONLINE	IN-PERSON
Half-day (3 hours)	Up to 12	£3,250	£3,500
Half-day (3 hours)	13-20	£3,750	£3,950
Full-day (6 hours)	Up to 12	£5,000	£5,250
Full-day (6 hours)	13-20	£5,750	£5,950

What's included: Tailored session design, live demos using your workflows, a resource pack, and session recordings for internal use.

Note: Workshops can be split across several sessions if needed.

LEARNING SERIES

For sustained behaviour change, not just a one-off session

4-WEEK PROGRAMME

Group Size: Up to 12

Four 1-hour sessions (or two 2-hour sessions) with practice exercises between modules. Includes tailored resources, and group review of real examples.

Investment: £4,500

MULTI-COHORT ROLLOUT

Group Size: 3 groups of up to 12

Three separate 4-week programmes for different skill levels (Introductory / Intermediate / Advanced). Ideal for phased upskilling across departments.

Investment: £13,500

Why this format works: Spaced learning with practice time means your team gradually embeds new habits for consistent AI use.

“Harriet shifted how our whole team thinks about AI. She delivered two sessions for colleagues across editorial, marketing and brand, and everyone found her knowledge and enthusiasm insightful and inspirational. She put a huge amount of work into tailoring everything to our specific needs.

What stood out was her honesty about both the pitfalls and the potential of AI. The sessions felt collaborative and grounded, and we all walked away far more confident and clued-up.

The most telling feedback came straight after the first session, when my boss messaged me to say we need to get Harriet back for an update in six months. And that’s what we plan to do.”

Tom Howard, Head of Editorial, RHS



STRATEGIC SUPPORT

For senior leaders, comms directors, or ongoing partnership

POWER HOUR (1:1 MENTORING)

Private, strategic guidance for senior leaders or niche sectors (e.g. financial services, regulated industries). Fully personalised to your role and challenges.

Investment: £500 per session

MONTHLY RETAINER

Includes one 90-minute strategy session per month, priority email support, and a quarterly AI session tailored to your team's needs. Price varies by team size and support level.

Investment: From £1,950/month

"I can thoroughly recommend Harriet's AI workshop. The sessions are practical and actionable. I was delighted to hear that so many of the delegates are now using the tools. But I'm not surprised. Harriet is a charming and compelling host - and, as a result, very persuasive!"

Adrian Barrick, Editorial Director, FT Specialist

 **FT SPECIALIST**

"Harriet's AI for PRs course is the most useful piece of training I've done for a long time. I'd dabbled with AI - using it for simple research and veered from avoidance and scepticism, to a vague feeling I could use it better. I'm now way more confident using it and her advice has been invaluable. I couldn't recommend her more."

Bernadette Motion, Freelance PR Director



HOW I WORK

Every engagement is tailored to your needs.

1.

Discovery: We start with a call to understand your team's structure, goals, and challenges.

2.

Proposal or Programme Design: I outline the best format, length, and learning outcomes.

3.

Workflow Examples: You share real content or processes for me to tailor around.

4.

Design & Delivery: I build and deliver hands-on, human-first training.

5.

Post-Session Support: Tailored resources, questions, and options for ongoing learning.

“I think Harriet may have blown the collective brains of the Saga Magazine team this morning with her fun, fascinating and eye-opening AI session. So much advice on how we, as journalists, can use it as a tool, while alert to its strengths and weaknesses. Thank you Harriet, you left us buzzing!”

**Philipa Cherryson, Digital Editor,
Saga Magazine**

SAGA
magazine

READY TO GET STARTED?

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[Or book your discovery call](#)

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