CAMBERMAST TRAINING BROCHURE

AI Workshop for Tech Writers and Content Creators

Seven-week cohort for technical communicators

IN PARTNERSHIP WITH THE CONTENT WRANGLER

Get real results from your content with AI-powered workflows in just seven weeks.

The AI Workshop for Tech Writers and Content Creators is a live, seven-week cohort that helps technical communicators and content teams weave generative AI into their daily production workflows.

Across weekly 2-hour sessions, participants combine strategy discussions with hands-on practice to automate repetitive tasks, preserve brand voice, and publish higher-impact content faster.

DURATION
Seven weeks, 2-hour commitment per week

FORMAT
Live online • In-person available

COST
$1,749 per person (virtual cohort)

CERTIFICATE
Certificate

Outcomes

- Automate repetitive content production tasks and accelerate delivery timelines.
- Tailor generative AI outputs to match established voice, tone, and terminology.
- Connect content decisions to audience journeys, measurable outcomes, and ROI.

Who this is for

- Technical communication and documentation specialists modernizing their workflows with AI.

- Content strategists responsible for aligning deliverables to user journeys and business goals.

- Knowledge teams supporting structured and unstructured content across the enterprise.

Examples

- Writers translating complex technical concepts for customer-facing channels.

- Documentation leads maintaining product, support, and compliance libraries.

- Content operations teams coordinating SMEs, editors, and governance stakeholders.

ABOUT YOUR TRAINER

Bill Raymond

Founder, Cambermast LLC

Bill is a technical content strategist and AI practitioner who uses generative tools daily to ship human-centered documentation and learning experiences.

- Author of the Bill Talks AI newsletter.

- Founding member of the AI Collective.

- NASA award winner and Microsoft MVP.

- Host of the Agile in Action podcast.

Agenda highlights

Week 1: Adopting the AI Mindset

- Explore AI foundations for content teams and align on ethical guardrails.
- Map quick wins that remove repetitive production work.
- Practice prompt basics for clarity, structure, and factual rigor.

Week 2: Mapping Your Audience Journey

- Build personas and user journeys that guide AI-augmented content.
- Align messaging and assets to each audience touchpoint.
- Test AI tools that simulate reader questions and expectations.

Week 3: Personalization at Scale

- Deliver platform-specific versions without sacrificing consistency.
- Automate tone, style, and format adjustments with controlled prompts.
- Design custom GPT instructions to replicate your brand voice.

Week 4: Accelerating Value Delivery

- Streamline production workflows and remove bottlenecks.
- Run AI-powered content audits to prioritize improvements.
- Plan projects and tasks that increase overall content ROI.

Agenda highlights continued

Week 5: Deep Content Insights

- Identify gaps, new opportunities, and research angles with AI.
- Develop outlines and drafts for net-new assets.
- Define the project you will evolve through Week 7.

Week 6: Data-Driven Prioritization

- Use customer insights to prioritize content that converts.
- Apply advanced prompting techniques to sharpen clarity.
- Review progress on your individual or team project.

Week 7: Evolving with AI

- Present final projects and gather peer plus mentor feedback.
- Codify a long-term roadmap for AI-enabled content operations.
- Operationalize your workflow and celebrate the cohort completion.

What you'll leave with

- Persona-driven workflows that use AI tools to surface gaps and opportunities.
- Ready-to-use prompt libraries, custom GPT instructions, and evaluation checklists.
- A documented project plan that operationalizes AI-assisted content production.
- Digital certificate of completion once the Week 7 project is presented.

Why teams choose this program

Learn in a supportive, judgment-free environment

Presented in partnership with The Content Wrangler

Daniel Kohn
Sales Enablement Manager / Instructional Designer

"Before this course, prompting felt like guesswork. Learning to ask AI to refine my prompts changed everything. I used..."

Steve G
Product Marketing and Growth

"I thought I knew AI. This workshop showed what I was leaving on the table and how to turn it into a real playbook that..."

Cambermast at a Glance

We guide teams from pilot to production with lightweight governance, structured build labs, and lasting knowledge transfer.

- AI training programs tailored to your workflows
- Advisory sprints that surface quick wins and guardrails
- Automation engagements that blend human oversight with AI speed

Our clients tell us they value clear communication, honest assessments, and experiencing AI in action during every engagement.

Scott Abel
The Content Wrangler

Scott Abel, known as The Content Wrangler, is a content strategy evangelist and CEO who helps organizations improve customer experiences through modern content practices, education, and advocacy.