GEO TRAINING FOR PR AGENCIES

SEARCH BEHAVIOUR IS CHANGING FAST...

More people are asking GenAI tools for answers and acting on what they're told — often without clicking through to websites or reading full articles.

That shift creates a major opportunity for PR agencies.

Because in an "answer-first" world, earned media, credible third-party coverage and clear owned content increasingly shape what AI tools surface, summarise and recommend.

This half-day session gives PR client teams a clear understanding of the GEO opportunity, plus a repeatable, step-by-step approach they can take into client conversations immediately.

This workshop is designed for:

- ✓ Client handlers who want to sell in additional services and expand account value
- ✓ PR account teams who need a clear, shared understanding of GEO and how it connects to earned media
- ✓ Agency teams who want to move early in 2026 and help clients build a defensible presence in AI answers

GROUP SIZE:	Typically up to 8 people.
FORMAT:	Half-day (3.5 hours).

Highly interactive, built around real client opportunities.

What participants will learn

By the end of the session, teams will be able to:

- Explain GEO in plain English — and why it matters to clients now
- Diagnose the gap between a client's current PR activity and how they show up in GenAI answers
- Run a simple GEO baseline audit using a structured framework (no specialist tools required)
- Create a practical, phased plan for improving a client's positioning through earned media + content
- Confidently present a client-facing approach that creates a clear new workstream for the agency

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WHAT WE COVER

1) The GEO opportunity
What's changed and why it matters

We break down:

- ✓ How the shift from search to "ask GenAI" is changing decision-making
- ✓ What GenAI tools are doing when they generate answers (and why that changes the comms game)
- ✓ What this means for reputation, discoverability and category leadership
- ✓ Why PR agencies are uniquely positioned to lead this for clients

We keep this commercial and strategic - **not technical.**

2) How GEO really works across platforms
(without the jargon)

A tool-agnostic view of:

- ✓ Why different AI platforms can behave differently (sources, freshness, summaries etc.)
- ✓ What tends to influence answers most (and what often doesn't)
- ✓ The key principle for agencies: "Where do answers come from — and are we shaping those sources?"

3) The step-by-step client framework

A practical model agency teams can use with every client, including:

Step 1: Baseline audit – "What does GenAI say about us today?"

Step 2: Topic and intent mapping – "What questions matter commercially?"

Step 3: Source strategy – "Where should we be showing up?"

Step 4: Earned media and content actions – "What do we do differently?"

Step 5: The client plan – "How we deliver this as an agency workstream"

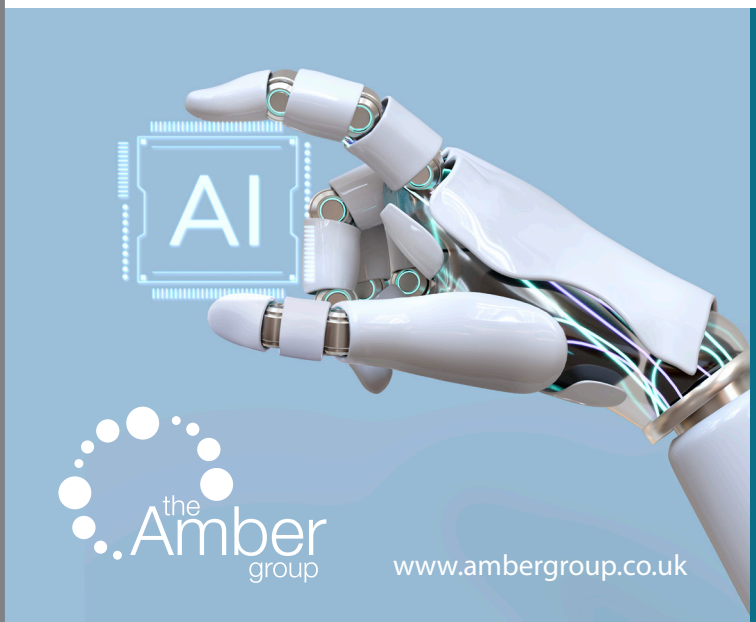
4) Live client build

To make this immediately usable, we build the framework around a real client.

Participants will:

- ✓ Choose one client (or one common category challenge)
- ✓ Run a guided baseline audit in-session
- ✓ Define priority topics and "must-win" questions
- ✓ Outline a GEO action plan that the client handler can take into a meeting those sources?"

This turns learning into a working document — **not just ideas.**



the Amber group

www.ambergroup.co.uk

WHY CHOOSE AMBER?

We help PR and creative service agencies grow through people development with specialised training, coaching and HR support.

Our sessions address the people and business challenges agencies face today, including: Pitching, presenting and consulting gravitas; people management, constructive feedback, time management and personal effectiveness; as well as consultative selling, persuasive writing, AI prompting and GEO skills for agencies. Our sessions are all designed and delivered by former agency leaders.

Formats are tailored for elearning, online and face-to-face workshops plus one-to-one coaching programmes for individual needs.