

Automation Examples for Armance Communication

Concrete workflow automations tailored to PR & Communications.

How AI agents can handle reporting, media tracking, client updates,
and coordination — so your team focuses on strategy and relationships.

What We Know About Armance

Armance is a Paris-based PR & communications agency (est. 2021) specializing in art, culture, design, lifestyle, and major projects. Led by founder Romain Mangion, the team manages media relations, influencer outreach, event production, editorial planning, and brand strategy for high-profile clients including Art Paris, Galleria Continua, ADIAF (Prix Marcel Duchamp), BNP Paribas Banque Privee, Jeu de Paume, Assouline, and more.

Where your team's time likely goes today:

Media Monitoring & Clipping	~1-2 hrs/day
Tracking coverage across print, online, and social for each client	
Client Reporting	~3-5 hrs/week
Compiling weekly/monthly reports on media coverage and campaign results	
Press List Management	~2-3 hrs/week
Updating journalist contacts, tracking relationships, managing RSVP lists	
Event Coordination	~4-6 hrs/event
Guest lists, invitations, follow-ups, RSVPs, on-site logistics	
Status Updates & Follow-ups	~1-2 hrs/day
Email updates to clients, internal alignment, deadline tracking	
Content Calendar & Social	~2-3 hrs/week
Scheduling social posts, coordinating with editorial calendar	

Estimated: 40-60% of productive hours on repeatable tasks

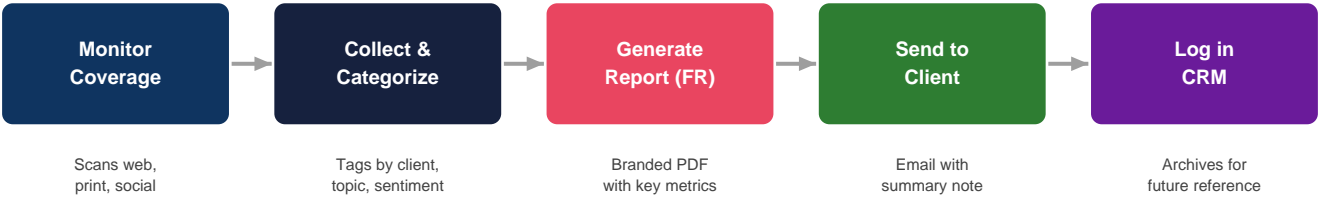
Based on industry benchmarks for PR agencies of similar size (Davis+Gilbert PR Trends Report, 2024)

AUTOMATION 01

Automated Client Report Generation

An AI agent compiles media coverage, generates branded weekly/monthly reports for each client, and sends them — in French — with zero manual work.

How it works:



Before vs. After:

<p>TODAY — Manual</p> <ul style="list-style-type: none">x 3-5 hours/week per client on reportingx Copy-pasting clippings into documentsx Inconsistent formatting across clientsx Delays when team is busy with events	<p>AUTOMATED</p> <p>Reports generated automatically every week Branded, consistent format every time Delivered on schedule with no delays Includes sentiment & reach metrics</p>
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Est. 12-18 hrs/week saved across all clients

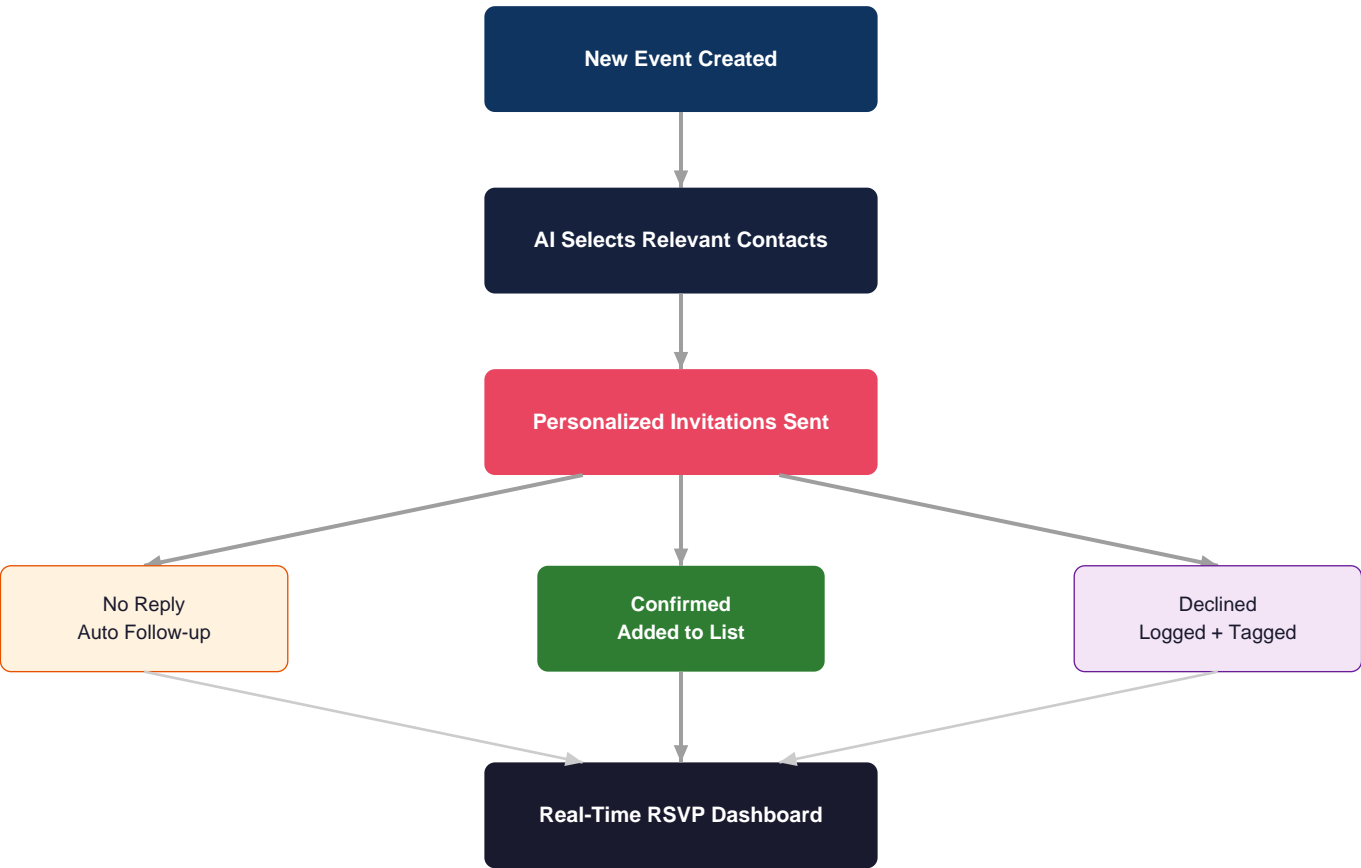
Time redirected to relationship building & strategy

AUTOMATION 02

Press List & RSVP Automation

An AI agent manages your journalist/influencer database, sends personalized invitations, tracks RSVPs in real time, and sends smart follow-ups — all in French.

Event invitation workflow:



Impact:

TODAY — Manual

- x Manual spreadsheet tracking
- x Individual follow-up emails one by one
- x No real-time RSVP visibility

AUTOMATED

Auto-categorized guest lists by event
Personalized follow-ups sent at scale
Live dashboard with RSVP count & status

Est. 4-6 hrs saved per event cycle

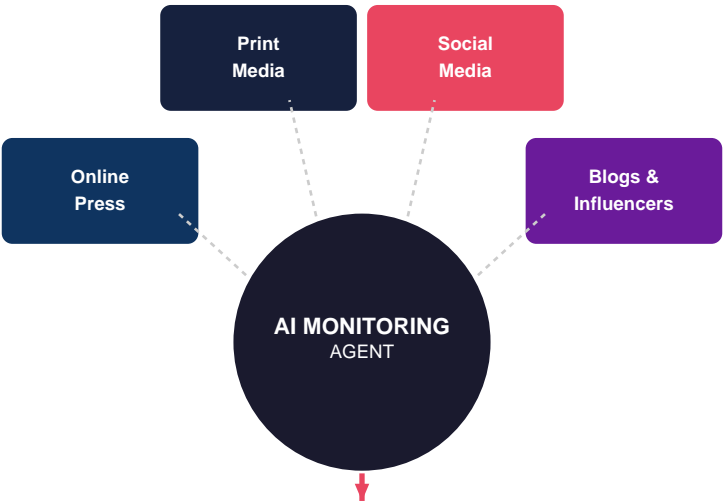
Guest management runs on autopilot — your team focuses on the event itself

AUTOMATION 03

Media Monitoring & Smart Alerts

An AI agent continuously scans media for your clients' brand mentions, categorizes them by sentiment and reach, and alerts your team when something important happens.

Sources monitored:



Instant Alert
Urgent coverage detected

Daily Digest
Summary of all mentions

Weekly Analytics
Trends, sentiment, reach

Coverage detected in minutes, not days

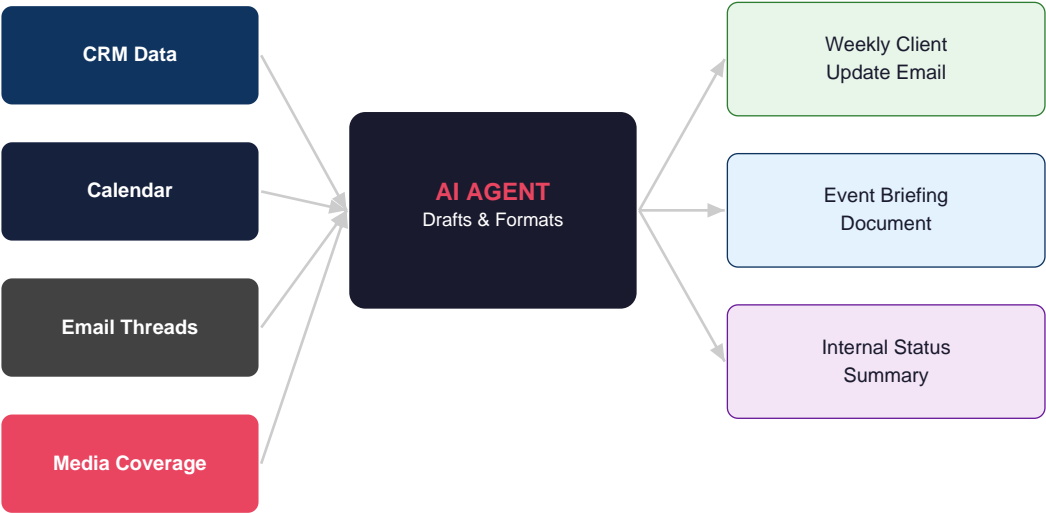
36% of PR professionals cite monitoring as their most time-consuming task (Determ)

AUTOMATION 04

Client Status & Briefing Automation

An AI agent drafts client update emails, event briefing documents, and internal status summaries — pulling from your CRM, calendar, and project tools. In French.

Workflow:



Example — automated weekly update (French):

"Bonjour [Client],

Voici le bilan de la semaine du 3 au 9 fevrier 2026 :

- 12 retombees presse (dont 3 dans des publications Tier 1)
- Audience cumulee estimee : 850 000 lecteurs
- Sentiment general : Positif (92%)
- Prochaines echeances : Vernissage le 15/02, dossier presse le 12/02

Le rapport complet est en piece jointe. Belle semaine !"

Est. 5-8 hrs/week saved on status communication

Clients receive consistent, timely updates — your team reviews and sends with one click

AUTOMATION 05

Content Calendar & Social Sync

An AI agent syncs your editorial calendar with social scheduling, auto-generates post drafts from press releases, and ensures consistent messaging across channels.

Automated content pipeline:



What gets generated automatically:

- 1 Instagram caption + hashtags**
Adapted from press release key points
- 2 LinkedIn post**
Professional tone, in French, with relevant tags
- 3 Newsletter snippet**
Ready-to-insert paragraph for client newsletters
- 4 X / Twitter thread**
Key quotes and highlights in threaded format

Content output doubled without extra headcount

Your team focuses on creative direction — the AI handles formatting and scheduling

Ready to See These in Action?

Each automation is custom-built for your specific workflows and tools.

A short call is the fastest way to see what's possible for Armance.

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Automations

Custom-built for
PR workflows

20-30+

Hours/Week

Estimated time
saved across team

10

Days

To deploy your
first automation

Schedule Discovery Call

cal.com/scooper-ai/discover

What happens on the call:

1. We walk through your current workflows together **15 min**
2. We identify the highest-impact automation opportunities **10 min**
3. We outline a plan — first automation built at no fee **5 min**

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We handle everything: design, deployment, and optimization

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