

**SCOOPER AI**

AI Automation Agency

# 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.

Prepared for Romain Mangion | February 2026

**Book a call: [cal.com/scooper-ai/discover](https://cal.com/scooper-ai/discover)**

# 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

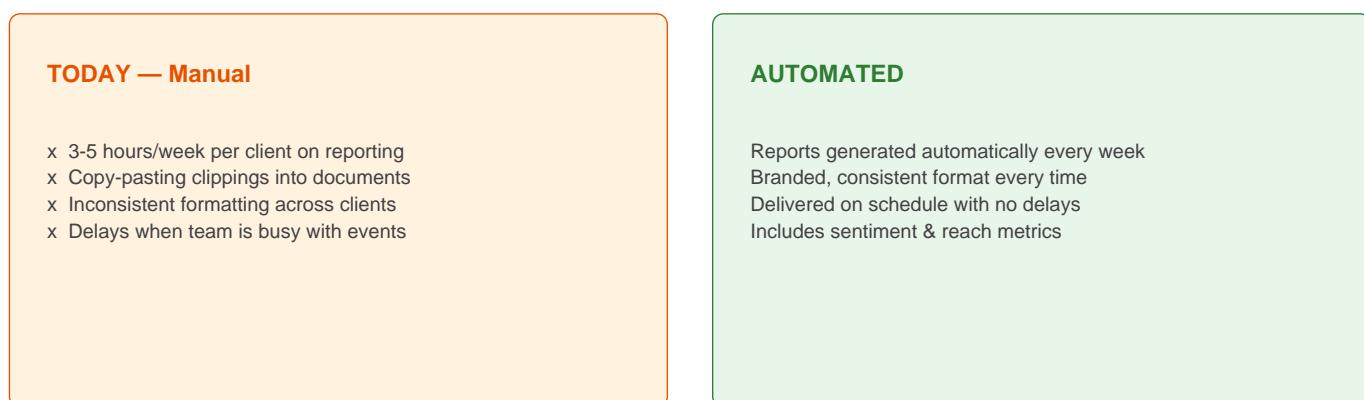
### Estimated: 40-60% of productive hours on repeatable tasks

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:**

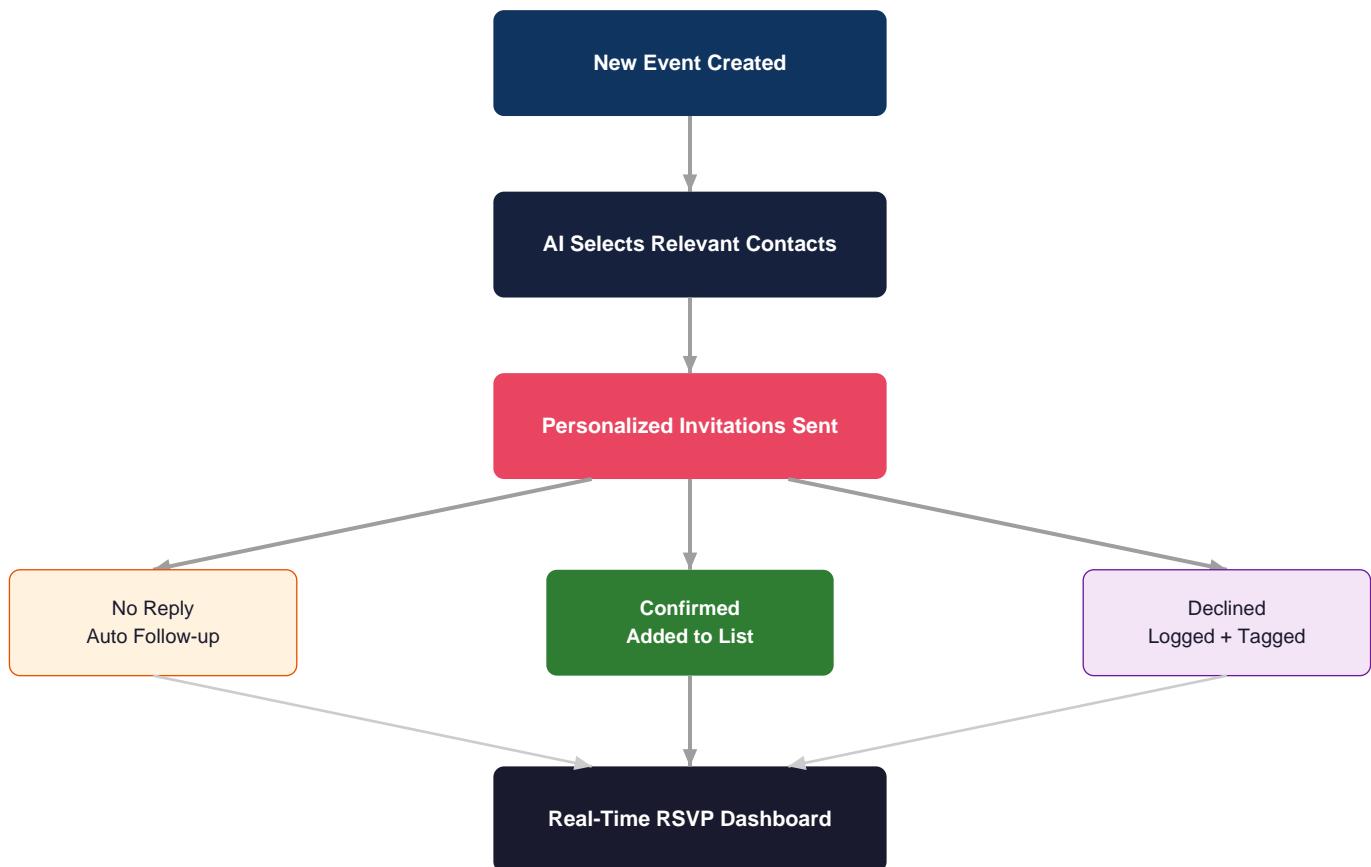
**Est. 12-18 hrs/week saved across all clients**

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	AUTOMATED
<ul style="list-style-type: none"> <li>x Manual spreadsheet tracking</li> <li>x Individual follow-up emails one by one</li> <li>x No real-time RSVP visibility</li> </ul>	<p><b>AUTOMATED</b></p> <ul style="list-style-type: none"> <li>Auto-categorized guest lists by event</li> <li>Personalized follow-ups sent at scale</li> <li>Live dashboard with RSVP count &amp; status</li> </ul>

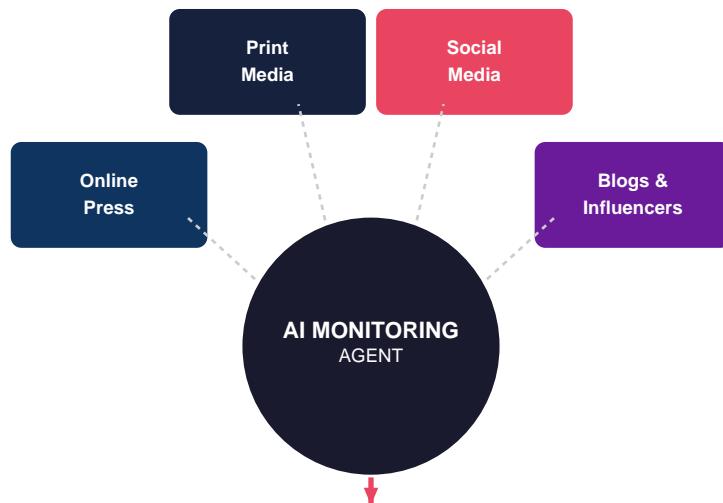
**Est. 4-6 hrs saved per event cycle**

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**

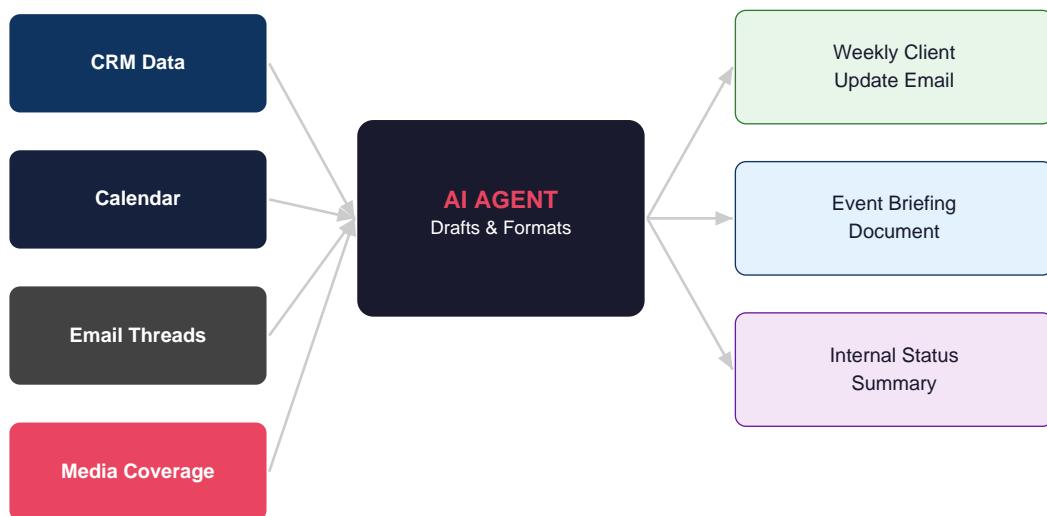
36% of PR professionals cite monitoring as their most time-consuming task (Determ)

## 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 retombées presse (dont 3 dans des publications Tier 1)
- Audience cumulée estimée : 850 000 lecteurs
- Sentiment général : Positif (92%)
- Prochaines échéances : Vernissage le 15/02, dossier presse le 12/02

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

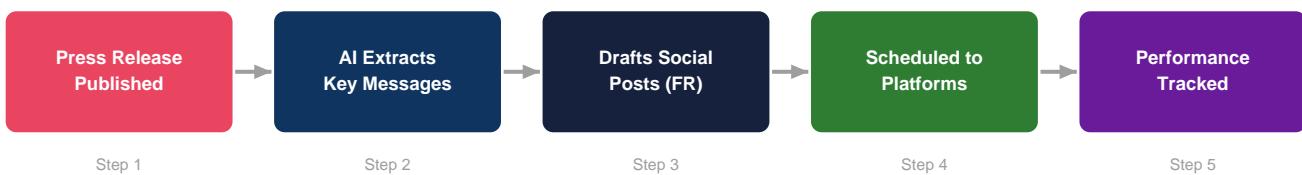
**Est. 5-8 hrs/week saved on status communication**

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.

**5**

**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](https://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

## SCOOPER AI

AI Automation Agency — Custom intelligent systems for your workflows

We handle everything: design, deployment, and optimization

[scooper.ai](http://scooper.ai)