



Generative AI in Business: ChatGPT, Text-to-Design

CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS

This is a practical workshop which enables you to master ChatGPT and AI graphic generation.

You will gain hands-on experience using the tools available in HK, possible applications in daily work, tips on prompt for better content, and understand the ethical and safety concerns.

Programme code	10013986-09
Date and time	29 June 2023 (Thu) 14:00 - 17:30 [Total: 3.5 hours]
Venue	1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong
Language	Cantonese (supplemented with English terminology and handouts)
Course fee	HK\$1,500/ HK\$1,350* *Group discount for 2 or more

Objectives

- ✓ Understand the basics of ChatGPT and generative AI
- ✓ How the technologies can be applied in various occasions to improve work productivity, automate daily operation, and drive innovation within organizations
- ✓ How to write prompt effectively to produce better content and images
- ✓ Understand the ethical and safety issues

Course Outline

1. Introduction to Generative AI and ChatGPT

- A. Overview of AI trend and impact
- B. Key concepts of AI and ChatGPT model
- C. ChatGPT capabilities and possible applications

2. Hands-on Experience of ChatGPT (Poe)

- A. Demo common business use cases on content and idea generation
- B. Poe app / web registration
- C. Tips on prompts
 - How to ask question and refine prompt effectively
 - Idea generation, summarisation, formatting
 - Feed and analyse data

3. ChatGPT Business Applications

- A. Customer service
- B. Digital marketing
- C. Document, excel operations
- D. Learning and education
- E. Various job usage examples
- F. Discussion, tips and concerns

4. AI Graphic Generation – Text-to-image

- A. Introduction of AI to image, and its capability and impact
- B. Hands-on: step by step account setup and how to use
- C. Tools: Stable diffusion, Canva
- D. Image knowledge and prompting skills with use cases
- E. Tips on prompt for generating images effectively

5. Future impact of Generative AI on Work/Careers

- A. Related tech trends and updates
- B. Exploration of the ethical and safety considerations
- C. Prepare the Mindset and skillset changes in AI era

Trainer's Profile

Kit WONG is a proficient Business Analyst and Developer. With 10+ years' experience in technology industry, Kit helps businesses to establish enhance operation efficiency and improve sales performance. He is experienced in developing and delivering tech-for-non-tech and ChatGPT training with very good feedback.

Award of Certificate

A Certificate of Attendance will be awarded to participants who have completed the course.

Target Audience

Anyone interested in ChatGPT & Generative AI

Enrolment Methods

1. Scan the QR code to complete the enrolment and payment online. OR
2. Mail the crossed cheque with payee name “Hong Kong Productivity Council” (in HK dollar) and the application form to: **HKPC Academy, Hong Kong Productivity Council, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Ms Maggie CHEUNG)**.
Please indicate the course name and course code on the **back of the cheque and envelope**. OR
3. Visit the registration counter of HKPC Academy, Hong Kong Productivity Council (1st Floor, HKPC Building, 78 Tat Chee Avenue, Kowloon) to enrol and settle the course fee.
Office hours: Monday to Friday 09: 00 - 18: 00



<http://u.hkpc.org/aFn>