

Facilitate Virtual Events and Video Production with the Latest AI Tools

CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS



Course Fee: \$4,500 (May apply up to \$3,000 subsidy)

*Maximum saving, with the final grant subjects to approval.

Experience the **remarkable ease of creating stunning visuals, captivating videos and soulful music** with the power of Artificial Intelligence!

In this course you will also gain insight on the latest development of AI including the **trending of ChatBot** and **application of ChatGPT**. And how you could leverage **5G technology** and **Metaverse** in your marketing campaign.

Join this course to explore the latest technological trends in marketing and integrate into your business strategy. **No coding required!**

Programme Code

10015343-02

Date and time

30 – 31 Jan 2024 Tue - Wed
09:30 – 17:00

Venue

1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong, Kowloon

Language

Cantonese with English terminology

Course fee

HK\$4,500 / HK\$4,050*
*Group discount

Learning Outcomes

- Understanding in 5G technology and its applications in relation to digital marketing
- Know-how on AI in unleashing the potential of text-to-image tools
- Gain insights from applications of text to image synthesis
- Overview of latest technological trend for marketing with AI, Big Data, Cloud computing
- Capability in identifying and incorporating appropriate technology to integrate your business strategy

Trainer's Profile

Esther Lui, Video Artist and Founder of Movement Studio

To empower more with her expertise in marketing and branding video production, Esther has been lecturing at various institutes including The Hong Kong Polytechnic University, Hong Kong Institute of Vocational Education (IVE). She now also leads a team of trainers from the creative and technology industry to initiate knowledge exchange.

Graduated from the School of Creative Media at City University of Hong Kong majoring in Cinematic Arts, Esther works span across film, music video (MV) and television commercial (TVC) productions. She participated in productions as director (MV of "Supper Moment - Love is Nearby") and film crews ("The Cave", "Mad World", "Zombiology: Enjoy Yourself Tonight", "Concerto of the Bully" etc).



Course Content

Part I – Introduction to Latest Technologies (AI, ChatBot & 5G)

1. Introduction to Artificial Intelligence

- 1.1 How can we benefit from Artificial Intelligence
- 1.2 Trending of ChatBot
- 1.3 What is ChatGPT
- 1.4 Application of ChatGPT

2. Basics of Text to Image AI Generator

- 2.1 What is prompt engineering?
- 2.2 Prompt creation
- 2.3 Image creation tools
- 2.4 Negative prompts, upscaling image, training models

3. 5G Technology for Marketing

- 3.1 What is 5G technology? Millimetre Waves, Small Cells and massive MIMO
- 3.2 Use Cases of 5G technology in consumer experience: eMBB, URLLC and mMTC
- 3.3 5G and digital content: live streaming, AR, VR, 4k/8K, 360 video

Part II – Webinar and Live Streaming with 5G

4. How to Build Your Streaming Team?

- 4.1 What makes an effective online event?
- 4.2 Audience engagement and interactive design
- 4.3 Security and privacy

5. Performance Analytics & Measurement

- 5.1. Performance metrics and survey
- 5.2. Content management: record and archive

6. Hands-on Exercise: Plan a Webinar

Part III – Video Production

7. Video Production with Smartphone

- 7.1 Emerging trends of online video marketing
- 7.2 Video content performance analytics & measurement
- 7.3 Equipment set-up: lenses and accessories
- 7.4 Camera movement and transition
- 7.5 Composition 101: Rule of thirds
- 7.6 Lighting techniques and application
- 7.7 Advertising with 4K/8K video
- 7.8 AR production on smartphone

8. Unleash AI to Generate Compelling Video

- 8.1 Introduction to Canva
- 8.2 AI characters creation
- 8.3 AI-driven script application
- 8.4 Demonstration of editing

9. How to Communicate with Agencies and Professionals?

- 9.1. Planning: target audience, video stylization and format
- 9.2. Audio design: background music and voice over

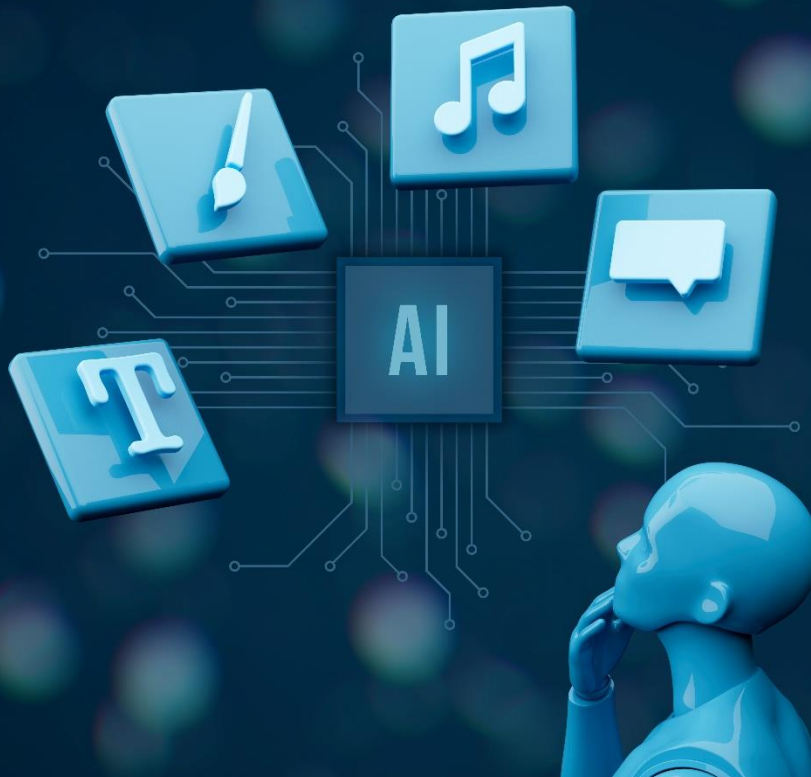
10. AI Music Generator

- 10.1 How to personalize your music
- 10.2 Music genre
- 10.3 Trimming
- 10.4 Music transition

NITTP Application

Companies should submit their NITTP training grant application for their employee(s) via <https://nittp.vtc.edu.hk/rttp/login> at least Five weeks before course commencement.

Alternatively, **application form** could be submitted by email to nittp@vtc.edu.hk along with supporting documents.



Award of Certificate

A Certificate of Attendance will be awarded to participants who have attended 75% or above of the course.

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, The Hong Kong Productivity Council, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Mr Bosco Lau).** 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/aNW>