

## Generative AI for Business Optimisation

CONNECTION TECHNOLOGY 裝備未來  
**FUTURE SKILLS**

This practical workshop enables you to master some of the most popular **free AI tools that can help improve your daily operations.**

**Anyone without a technical background** can leverage these AI tools to automate work tasks with higher efficiency, accuracy, and creativity!

Duration

6 hours

Language

Cantonese (supplemented with English terminology and handouts)

Course fee

Depends on number of participants, duration, venue and course content

### Objectives

- Understand the AI trends and its strategic implications to business
- Learn different FREE AI tools to **improve business workflows, create personalized GPT-powered Chatbots and interactive presentations**
- Understand the security and data privacy of AI, and the future impact of Generative AI on the business environment

### Enquiry / Enrolment

Please contact our consultant for programme arrangement:

Ms Becky YU | Senior Consultant, HKPC Academy  
+852 2788 5029 | beckyyu@hkpc.org

## Course Outline

### 1. Strategic Role of Generative AI in Business – 0.5 Hour

- A. Overview of AI trends and its strategic implications on business performance
- B. Key concepts of Generative AI and no-code automation
- C. Importance of Prompt Engineering techniques in improving AI effectiveness and efficiency

### 2. Business Workflow Automation Demo and Exploration – 1.5 Hours

- A. Hands-on session
  - Project management (task, status, timeline, automation setup)
  - Business communication e.g. meeting agenda, generating meeting notes with transcription, email and customer service reply etc.
- B. Discussion on the best practices

### 3. Building Customised GPT-Powered Chatbots for Your Business - 1 Hour

- A. Hands-on session: Build GPT-powered Chatbots
  - Customer service
  - Internal knowledge sharing e.g. corporate policy, handbook, etc.
- B. Tips to train AI models to meet specific business requirements
- C. Showcase of no-code tools to ease the process of building and deploying AI models

### 4. AI for Graphic Generation and Presentation Slides - 1 Hour

- A. Hands-on session
  - Text-to-image to create stunning graphics
  - Text-to-presentation to minimise preparation time

### 5. Security and Data Privacy in the AI Era: A Business Imperative – 1.5 Hour

- A. Unpacking recent AI crime trends and their implications on business
- B. Understanding the threats: Deepfakes, Voice Synthesis, AI Password Cracking, and more, and their impact on business security.
- C. Discussion on best practices and tips to minimize the risk of adapting AI.

### 6. Future Impact of Generative AI on Business Environment: A Strategic Perspective - 0.5 Hour

- A. Updates on related tech trends and the implications in business
- B. Be agile and resilient in terms of mindset and skillset