



## 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	10016520-03
Date and time	19 Dec 2024 (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: AI & Digital Transformation Expert

With 15+ years of experience, Kit helps businesses thrive through **AI, cloud, and digital marketing solutions**. He's a skilled developer, consultant, and trainer, delivering engaging **Generative AI x ChatGPT workshops** for diverse audiences, from government, property, to finance. His expertise empowers participants to implement AI solutions and achieve operational excellence.

## 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. 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
2. 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/bey>

