

# Prompt Engineering for AI Optimisation in Business

CONNECTION TECHNOLOGY 裝備未來  
**FUTURESKILLS**

How to enhance the quality of AI-generated content?

Join this hands-on workshop to learn the effective strategies for **crafting precise questions to guide AI models towards a desired output**. Explore a variety of applications utilizing customised prompt. No tech knowledge required!

Programme Code	10015778-09
Date and time	12 Nov 2024 14:00 – 17:30 [Total: 3.5 hours]
Venue	1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong
Mode	Face to face workshop
Language	Cantonese (supplemented with English terminology and handouts)
Course fee	HK\$1,500/ HK\$1,350* *Group discount for 2 or more

## Course Objectives

- Master Prompt Engineering strategies and structure for optimizing AI performance in the workplace
- Explore complex use cases of Prompt Engineering for different business applications
- Develop skills to train and fine-tune AI models using sophisticated prompt techniques

## Course Outline

### 1. Introduction to AI in Business – 15 mins

- A. Overview of AI technologies and their integration into various business sectors.
- B. Real-world examples of AI transforming workflows and decision-making processes.
- C. Discussion on AI ethics and privacy considerations in the workplace.

### 2. Basics of Prompt Engineering – 30 mins

- A. What is Prompt Engineering? Definition and scope.
- B. Understanding the importance of well-structured prompts for effective AI interaction.
- C. Types of prompts: Informative, evaluative, and generative.

### 3. Hands-On Prompt Creation – 60 mins

- A. Practical session: Writing prompts for common business tasks (e.g., email drafting, customer queries).
- B. Techniques for crafting clear, concise, and effective prompts.
- C. Testing and refining prompts: Feedback loops and iteration.

### 4. Custom AI Solutions with Prompt Engineering – 105 mins

- A. Tailoring prompts for specific business functions such as HR, Digital Marketing, Finance, Admin, and more.
- B. Workshop: Building a mini project where participants create a set of custom prompts for a chosen function.
- C. Sharing session: Presenting projects and peer review for practical feedback and refinement.

## Trainer's Profile

**Ivan SO** is a seasoned trainer with 18 years of experience in digitalisation. He graduated from the University of Southampton with a Bachelor of Computer Science. Recently, he has successfully developed and delivered various Generative AI training programs for both public and corporate clients.

## Target Audience

**Anyone** who wants to use AI/ Generative AI effectively. No tech knowledge required.

## Award of Certificate

A Certificate of Attendance will be awarded to participants who have completed 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, 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/aZ2>