

# ChatGPT

## Generative AI Fast-Track: Master Cutting Edge Tools for Business Impact

CONNECTION TECHNOLOGY 裝備未來  
FUTURE SKILLS

The development of Artificial Intelligence (AI) has reached an explosive critical point, where it's so powerful that it threatens to replace human being in the labour market. OpenAI's latest AI ChatGPT and Dall-E is capable of making legal contracts, medical diagnosis, business copywriting, customer service, story writing, or even academic papers, computer programs that invade computers, art generation, just to name a few. In fact, ChatGPT is a set of "text generation" technology, letting AI make judgments through the text you input, and produce corresponding responses. As ChatGPT becomes more mature, the search engine giant Google may be subversively affected too, and it is bound to affect the global entrepreneurial environment.

In this hands-on master course, you will learn how to harness the power of ChatGPT and Dall-E, a cutting-edge AI tool, to produce high-quality content for various occasions. Whatever industry you're from, these new technologies will bring impacts that you've never imagined.

Upon completion of the course, you will have a fundamental understanding of how to use ChatGPT and Dall-E to produce high-quality content for business, automating your workload and saving you time and effort.

Programme Code 10014258-11

Date & Time 14 & 16 Jan 2025  
7:00pm to 10:00pm  
(Total 6 hours)

Venue HKPC Building, 78 Tat Chee Avenue, Kowloon Tong

Medium Cantonese

Course fee HK\$2,400  
(Group discount will be offered to enrolment of 2 people or above, please contact us for details)



### Course Highlight

- One of the very few local courses conducted in Cantonese
- Live ChatGPT & Dall-E demo and hands-on activities
- Taught by industry veteran with 20 years of IT experience

## Course Outline

Session	Agenda
Session 1 (3 hrs) <b>Getting Started with Generative AI</b>	<ol style="list-style-type: none"> <li><b>1. Introduction to Practical Generative AI</b> <ul style="list-style-type: none"> <li>• Understanding GenAI's unique value in the workplace</li> <li>• Differentiating GenAI from traditional AI technologies</li> <li>• Real business impact and applications</li> </ul> </li> <li><b>2. Foundation for Success</b> <ul style="list-style-type: none"> <li>• Practical examples of daily GenAI usage</li> <li>• Live demonstrations across different business functions, including HR, sales, marketing and basic coding assistance</li> </ul> </li> <li><b>3. Mastering Poe as Your Primary Tool</b> <ul style="list-style-type: none"> <li>• Introduction to Poe and its capabilities</li> <li>• Understanding available LLM options</li> <li>• Navigating model versions and specifications</li> <li>• Context windows explained, including practical limitations, large documents handling, choices of appropriate models and analysis of lengthy business documents (e.g., annual reports)</li> </ul> </li> <li><b>4. Effective Prompt Writing ("Prompt Engineering")</b> <ul style="list-style-type: none"> <li>• Privacy and confidentiality considerations</li> <li>• Basic prompt structure and best practices</li> <li>• Hands-on Exercises</li> </ul> </li> <li><b>5. Visual Content Generation</b> <ul style="list-style-type: none"> <li>• Introduction to Poe's image generation capabilities</li> <li>• Basic image generation fundamentals</li> <li>• Understanding different image models, including Stable Diffusion 3.5, Ideogram, Playground AI, and Flux</li> <li>• Practical applications for business visuals</li> </ul> </li> <li><b>6. Advanced Presentation Generation</b> <ul style="list-style-type: none"> <li>• AI assisted presentation generation and transformation</li> <li>• Internal document to pitch deck conversion</li> <li>• Live demonstrations and examples</li> </ul> </li> </ol>

## Course Outline

Session	Agenda
Session 2 (3 hrs) <b>Advanced Applications and Automation</b>	<ol style="list-style-type: none"> <li><b>1. Advanced Prompt Strategy</b> <ul style="list-style-type: none"> <li>• Outsourcing idea generation to GenAI</li> <li>• Solving the "what to prompt" challenge</li> <li>• Using AI to generate prompt ideas</li> <li>• Practical applications for daily work</li> <li>• Prompt optimisation techniques</li> <li>• Creating sophisticated prompts</li> <li>• Advanced structure and formatting</li> <li>• Hands-on optimization exercises</li> </ul> </li> <li><b>2. Multimodal Input and Processing</b> <ul style="list-style-type: none"> <li>• Visual input capabilities</li> <li>• Image-to-text analysis</li> <li>• Combined image and text prompting</li> <li>• Practical use cases and examples</li> </ul> </li> <li><b>3. Office Workflow Automation using AI Chatbots</b> <ul style="list-style-type: none"> <li>• Voice recording transcription</li> <li>• Converting speech to text</li> <li>• Cleaning and formatting transcripts</li> <li>• Creating structured meeting minutes</li> <li>• Format control and templates</li> <li>• Tone adjustment for corporate standards</li> <li>• Output customization</li> <li>• Chatbot creation for automation</li> <li>• Building reusable solutions</li> <li>• Automating the minutes creation process</li> <li>• Reducing repetitive prompt writing</li> </ul> </li> <li><b>4. Understanding GenAI Limitations and Legal Considerations</b> <ul style="list-style-type: none"> <li>• Key limitations of current GenAI</li> <li>• Hallucination</li> <li>• LLM Bias</li> <li>• Training data limitations</li> <li>• Logical reasoning capabilities</li> <li>• Copyright considerations</li> <li>• Legal implications</li> <li>• Best practices for business use</li> <li>• Risk mitigation strategies</li> </ul> </li> <li><b>5. Future Possibilities and Q&amp;A</b> <ul style="list-style-type: none"> <li>• Showcase of GenAI programmes and applets</li> <li>• Introduction to emerging GenAI services</li> <li>• Digital human creation</li> <li>• AI assisted media creation (e.g. AI song composition, AI video generation)</li> <li>• Other cutting-edge applications</li> </ul> </li> </ol>

## Mr Keith Li

Keith is the Co-Founder and Chief Executive Officer of Innopage Limited, a company specializing in Mobile Apps and Blockchain / Web3 projects development. Since 2010, under Keith's leadership, Innopage has received numerous local and international awards for its innovative products. In addition to his professional pursuits, Keith serves as a part-time lecturer at local universities. Currently, he also holds the position of Chairman of the Hong Kong Wireless Technology Industry Association (WTIA).



## Enrolment method

- Scan the QR code to complete the enrolment and payment online
- Special discount for group enrolment of 2 or above and please contact Ms. Jasmine Chan at 2788 5634 or [training\\_2213@hkpc.org](mailto:training_2213@hkpc.org) for more details.

