



# Microsoft Copilot SME AI Enablement Program

According to Microsoft "Work Trend Index 2023", leveraging generative AI tools at work can improve efficiency by up to 29%!

With numerous small-to-medium-sized enterprises (SMEs) actively looking into generative AI tools, HKPC "Digital DIY" Portal joins hands with Microsoft Hong Kong to proudly present the "Microsoft Copilot SME AI Enablement Program" !

## Painless Learning, More Flexibility & Freedom!

**NEW** Newbies Experience Combo - HK\$200 per Workshop



### Copilot AI for Business Hands-on Workshop

Learn AI applications for business hands-on through one of the 2 major workshops which cover the daily tasks of Human Resources & Admin and Sales & Marketing departments. **Try Microsoft 365 Copilot for FREE** in the workshop and experience the power of AI with expert guidance!

Human Resources & Admin



Sales & Marketing



Created by Generative AI

Learn & Use Offer

Upon Completion of the Workshop

Purchase 12-month Microsoft 365 Copilot for Enterprise



Enjoy **HK\$100 Cash Voucher Rebate\***

Extra FREE



Expert-guided  
Service Onboarding\*



1-year  
Technical Support\*

HK\$2,808!

HK\$100  
Cash  
Voucher\*  
Rebate

\*Participants may choose to enjoy either 1. Additional Workshop or a HK\$100 cash voucher rebate (choose one). The cash voucher rebate will be distributed in the form of supermarket or shopping vouchers, and are allocated on a first-come, first-served basis, while stock lasts. HKPC reserves the right of final decision in case of disputes.

+Microsoft Copilot & M365 account registration and online related support services will be provided.

-Troubleshooting with 8x5 service support with Microsoft.

The above services are provided by authorised Microsoft resellers.

# Copilot AI for Business Hands-on Workshop

## Learn Prompt Engineering Techniques from Experts Based on Real-life Use Cases of Specific Job Functions!

- Select 1 out of the 2 job-function specific workshops
- Instructed by Microsoft Certified Experts
- Handpicked top 10 tasks to demonstrate how to integrate Microsoft Copilot into your daily work
- Covers a variety of Microsoft 365 applications to improve your work efficiency in all aspects

 Feb 2025

 1/F, HKPC Building

 Cantonese



### Workshop 1: Human Resources & Admin

 17 Feb 2025 (Mon) 10:00-12:00

#### Top 10 Daily Tasks and AI Application Demo:

- ✓ **Create Job Descriptions for New Openings**  
Draft detailed job descriptions based on recruitment requirements
- ✓ **Shortlist Qualified Candidates**  
Automatically analyse and evaluate resumes
- ✓ **Create Interview Questions**  
Generate a series of job-specific interview questions
- ✓ **Draft and Review Employment Contracts**  
Draft employment contract with the provided template and information
- ✓ **Develop New Hires Onboarding Materials**  
Create onboarding presentation deck based on company policy and employee handbook
- ✓ **Update Company Policies**  
Identify changes in different versions and present in a comparison table
- ✓ **Staff Communications**  
Draft emails to communicate company updates with staff
- ✓ **Conduct Employee Engagement Survey**  
Automatically analyse survey results and generate report
- ✓ **Conduct Performance Appraisal**  
Analyse appraisal results and draft initial review comments
- ✓ **Recap Company Townhall Meetings**  
Automatically record key points discussed and actionable items during meetings

Combine Microsoft Copilot  with various M365 applications



### Workshop 2: Sales & Marketing

 18 Feb 2025 (Tue) 10:00-12:00

#### Top 10 Daily Tasks and AI Application Demo:

- ✓ **Customer Segmentation**  
Categorise customers based on their information
- ✓ **Conduct Customer Research**  
Research customer information, analyse, and summarise in key points
- ✓ **Prepare Sales Proposal**  
Draft sales proposal based on the needs of client
- ✓ **Record and Recap Client Meeting**  
Automatically record key points discussed and actionable items
- ✓ **Translate Customer Communications**  
Automatically translate communications into customer's preferred language
- ✓ **Personalise Customer Interactive Content**  
Generate content tailored to specific customer segments
- ✓ **Conduct Sales Forecast**  
Prepare and cleanse sales data, and predict annual sales
- ✓ **Design New Product Launch Campaign**  
Generate campaign ideas and list out actionable items
- ✓ **Curate Creative Marketing Copy**  
Generate creative copies based on product and promotional assets
- ✓ **Create Campaign Presentation Deck**  
Develop presentation deck based on campaign assets

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**Below services are applicable to participants who enjoyed the “Learn & Use Offer” only**

Product specialists from the authorised Microsoft reseller will be help you with service activation after the workshop and questions about Microsoft Copilot and M365 account registration and onboarding.

During the 12-month license period of the Microsoft 365 Copilot for Enterprise, Microsoft 8x5 service support will help with any technical issues or troubleshooting. Support service is available from Monday to Friday, 9am - 5pm.

## Things to Note about Microsoft 365 Copilot for Enterprise

The 12-month Microsoft 365 Copilot for Enterprise license included in the “3+1 Ultimate Smart Combo” will be distributed upon completion of the hands-on workshop. Participants must have one of the following subscription plans and base licenses to be eligible for a Microsoft 365 Copilot for Enterprise license and to activate the service.

Prerequisite licenses include: Microsoft 365 E5, Microsoft 365 E3, Microsoft 365 F1, Microsoft 365 F3, Office 365 E5, Office 365 E3, Office 365 E1, Office 365 F3, Microsoft 365 Business Basic, Microsoft 365 Business Premium, Microsoft 365 Business Standard

## For Enquiries and Enrollment



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Scan  
QR Code  
to Enroll

