Generative AI Advanced: Optimising Business Operations with AI-Powered Tools

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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	10014511 - 06
Date & Time	17, 19, 24 & 26 Feb 2025, 7:00pm to 10:00pm (Total 12 hours)
Venue	HKPC Building, 78 Tat Chee Avenue, Kowloon Tong
Medium	Cantonese
Course fee	HK$4,500* *(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, with hands-on activities

- Suitable for Live ChatGPT & Dall-E demo professionals of all levels, from beginners to advanced users. We will cover the basics of ChatGPT & Dall-E and how it works, as well as more advanced techniques for maximizing its potential in your work.

- Taught by industry veteran with 20 years of IT experience

Course Outline

Session	Agenda
Session 1 (3 hrs) **Advanced Text Generation and Code Generation**	• Mastering Advanced Prompt Engineering Techniques o Context-aware prompting o Multi-step prompting o Prompt chaining and decomposition • Exploring Enterprise-Grade Text Generation Tools, e.g. Claude • Integrating Text Generation with Business Workflows o Custom prompts for report writing o Automated content creation o Knowledge extraction and summarization • Introduction to Enterprise-Grade Code Generation Tools, e.g. GitHub Copilot for Teams • Hands-on Exercise: Optimising Business Processes with Advanced Text and Code Generation
Session 2 (3 hrs) **Image Generation and Video/Audio Applications**	• Enterprise-Grade Image Generation Tools o DALL-E 2 o Stable Diffusion (Runway ML) o Midjourney • Advanced Prompt Engineering for Image Generation o Composition and scene design o Styles and artistic techniques o Image variations and iterations • Business Applications of Image Generation o Product design and visualization o Marketing and advertising campaigns o User interface and experience design • Overview of AI-Driven Video and Audio Tools • Hands-on Exercise: Leveraging Image Generation, Video, and Audio for Business Needs

Course Outline

Session	Agenda

Session 3 (3 hrs)
 Integrating Generative AI into Business Processes
	• Streamlining Business Operations with Generative AI
	  o Automating repetitive tasks
	  o Enhancing customer service and support
	  o Optimising supply chain and logistics
	
	 • Building Custom AI-Powered Applications
	  o Leveraging APIs and SDKs
	  o Integrating with existing systems and databases
	  o Developing AI-driven solutions for specific business needs
	
	 • Best Practices for Responsible AI Adoption
	  o Ethical considerations and guidelines
	  o Data privacy and security
	  o Monitoring and governance

Session 4 (3 hrs)
 Future Trends, Opportunities, and Challenges
	• Emerging Trends in Generative AI
	  o Multimodal AI models
	  o AI-human collaboration
	  o Real-time generation and interactive AI
	
	 • Opportunities and Challenges in Generative AI Adoption
	  o Industry-specific use cases
	  o Image variations and iterations
	
	 • Business Applications of Image Generation
	  o Product design and visualization
	  o Scaling and deployment considerations
	  o Ethical and regulatory landscapes
	  o
	 • Hands-on Project: Developing an Advanced AI-Powered Business Solution

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 or visit this URL to register.

- Special discount for group enrolment of 2 or above and please contact Ms. Yan WAI at 2789 5110 or Ms. Jasmine CHAN at 2788 5634 or training_2213@hkpc.org for more details.