

Tech ABCD + Webinar series for Non-Tech Executives: AI and Big Data

Now, more than ever, companies are finding ways to accelerate their digital transformation and harness technologies, namely ABCD (Artificial Intelligence, Blockchain, Cloud Computing & Big Data), in order to run their businesses more cost efficiently and effectively.

Non-tech professionals who attend this webinar shall understand the concepts and applications of AI and Big Data, hence help enhance their daily workflow and increase company performances in the evolving Digital 2.0 era.

Programme
code

10009589-06

Date and time

5 August 2020
14:00 – 15:15

Venue

Online Broadcast



Language

Cantonese

Fee

HK\$500
Early bird discount: HK\$450*
(*Enrol before 29 July 2020)

Course outline

- Introduce the concept of AI and Big Data, strengthen the knowledge for non-tech professionals
- Explain the concept of neural network and data by using experiential exercise and layman terms
- Discuss some application examples and future directions on how AI and Big Data are used in different industries/ functions in Hong Kong and rest of the world

Learning outcome

- Cultivate new digital thinking models and enhance the competitiveness of non-tech professionals
- Help corporate to adapt to the significant changes in business models
- Improve workflow and save costs with technologies

Speaker

Dr Andrew MA
Founder & Leadership Consultant of Chorev Consulting International

Coming from a high-tech background, Andrew has extensive global management experience in diverse disciplines, including marketing, business development, strategic & product management, system engineering, and consultancy & training.

OS Platform Requirements

- Mac OS X with Mac OS 10.10 and higher
- Windows 7 and higher
- Mac OS or Windows OS hardware requirements:
 - 2.5 GHz Dual Core Intel Core i5 and higher desktop CPU (single screen)
 - 2.8 GHz Quad Core Intel Core i7 and higher desktop CPU (dual or triple screen)
 - Dual bank RAM for better performance

Enrolment and Payment 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 should be mailed to HKPC Academy, Hong Kong Productivity Council, 3/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to **Ms. CHANG**). Please indicate the **course name** and **course code** on the **back of the cheque** and **envelope**



[Enrolment form can be downloaded at <https://www.hkpcacademy.org/en/enrollment.jsp>]