



Application of Digital Transformation in the Publishing Industry

CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS

Digital transformation is an irreversible business trend. Yet many businesses still hesitate to embrace change over fears of high costs of transformation or inadequate knowledge and skills. Enrolling in this course can help equipping middle and senior management of print media & publishing with the necessary skills in digital transformation, such as artificial intelligence and big data marketing strategies, in order to increase market competitiveness and income. The course will focus on business case study, digital transformation concepts and technical terminologies.

Programme code	10012495-01
Date and time	21, 23, 28 Feb 2022 19:00 – 21:30
Venue	1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong
Medium	Cantonese
Course fee	HK\$3,000 <i>(with first 20 enrolled participants can enjoy HK\$960 subsidy provided by VTC Print Media and Publishing Training Board)</i>
Remarks	Upon full completion of the course, participants will be awarded a certificate.

Programme Highlights

- Revisit trends of digital transformation in print media & publishing
- Understand the four emerging technologies in digital transformation
- Learn the basic terminologies of the technologies
- Use cases and application trends of the market
- Sharing of the real-world use cases in the industry
- Formulation of the Business Strategy in Digitization
- Understand the digitisation learning roadmap in career path progression

Course Outline

Date	Activities
Introduction Digital Transformation	Overview of Digital Transformation in Publishing <ul style="list-style-type: none"> • Trends of Digital Transformation in Print Media and Publishing • Overview of Four Emerging Technologies • Importance in Strategy Formulation • Market Trends and Potential Use Cases
Part 1 Big Data Customer Analytics	Chapter 1 – Emerging Analytic in Marketing Strategy <ul style="list-style-type: none"> • Introduction to Big Data • Application Examples of Big Data • Marketing Strategy using Big Data Technology Chapter 2 – Analytic Use Cases and Application Examples in Print Media & Publishing <ul style="list-style-type: none"> • Customer Analytic & Applications • Social Media Engagement & Applications • Video and Image Analytic Applications • Natural Language Processing Applications Chapter 3 – Commercial Use Cases – Revenue Growth Strategy <ul style="list-style-type: none"> • Sales & Marketing Strategies using emerging technologies <i>Group Discussion & Sharing Time</i>
Part 2 Big Data Customer Analytics & AI	Chapter 4 – Emerging Technology – Artificial Intelligence <ul style="list-style-type: none"> • Introduction to AI • Application Examples of AI and Big Data Chapter 5 – Business Applications in Print Media & Publishing <ul style="list-style-type: none"> • Business Applications using Image Analytics • Business Applications using Video Analytics • Business Applications using Textual Analytics • Business Applications using Voice Analytics • Business Applications using Time Series Analytics Chapter 6 – More Commercial Use Cases <ul style="list-style-type: none"> • More Commercial Use Cases and Possibilities <i>Group Discussion & Sharing Time</i>

Course Outline

Date	Activities
Part 3 Technology - AR & VR, E-Learning	<p>Chapter 7 – Emerging Technology in AR & VR</p> <ul style="list-style-type: none"> • Emerging Trends in Multimedia • Introduction to Augmented Reality & Virtual Reality • Basic Terminology and How it Works • Business Use Cases in Different Industries • Technical Concepts & Best Practice <p>Chapter 8 – Business Applications in AR & VR</p> <ul style="list-style-type: none"> • Business Examples in AR Technology • Business Examples in VR Technology • How AR and VR mixed with Print Media & Publishing <p>Chapter 9 Recent Technology in E-Learning</p> <ul style="list-style-type: none"> • Introduction to E-Learning • SCORM Standard and Learning Management System • Market Trends and Digitisation in E-Learning <p>Chapter 10 Recent Business and Technology Development</p> <ul style="list-style-type: none"> • Proliferation of Mobile App E-Learning • O2O in E-Learning concepts • Content Development • Digital Rights Management • User Experience (UX) • Usability Test and Tools • Integrating AR & VR with E-Learning <p>Chapter 11 Put it all Together – Business Strategy Formulation</p> <ul style="list-style-type: none"> • Strategy Execution and Project Planning • Adoption of AI, Big Data, AR/VR, E-Learning • Market Trends, Personal Career Progression • Pitfalls & Challenges
	<p><i>Group Discussion & Sharing Time</i></p>

Mr. Alan LEE

Mr Lee held a senior management role in the technology division of an investment bank, overseeing the corporate strategy, product development and production management for more than 14 years. With extensive IT background, he possesses practical project experience on sophisticated analytics and large-scale global technology project management. He also has rich training experience in the design and delivery of Big Data analytics, Fintech and Blockchain Technologies and Applications.

Enrolment method

- Scan the QR code to complete the enrolment and payment online; or
- Mail the crossed cheque with payee name “Hong Kong Productivity Council” in HKD) and the application form should be mailed to Hong Kong Productivity Council, 3/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Ms Jade TAI). Please indicate the course name and course code on the envelope.
Enrolment form can be downloaded at <https://www.hkpcacademy.org>



Supporting Organizations (in alphabetical order)

