Chat AI

AI

Generative AI in Business: ChatGPT, Text-to-Design

CONNECTION TECHNOLOGY 裝備未來
FUTURESKILLS

This is a practical workshop which enables you to master ChatGPT and AI graphic generation.

You will gain hands-on experience using the tools available in HK, possible applications in daily work, tips on prompt for better content, and understand the ethical and safety concerns.

Programme Code	10015035-06
Date and time	19 March 2024 (Tue) 14:00 - 17:30 [Total: 3.5 hours]
Venue	1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong
Language	Cantonese (supplemented with English terminology and handouts)
Course fee	HK$1,500/ HK$1,350* *Group discount for 2 or more

Objectives

✓ Understand the basics of ChatGPT and generative AI

✓ How the technologies can be applied in various occasions to improve work productivity, automate daily operation, and drive innovation within organizations

✓ How to write prompt effectively to produce better content and images

✓ Understand the ethical and safety issues

Course Outline

1. Introduction to Generative AI and ChatGPT

- A. Overview of AI trend and impact
- B. Key concepts of AI and ChatGPT model
- C. ChatGPT capabilities and possible applications

2. Hands-on Experience of ChatGPT (Poe)

- A. Demo common business use cases on content and idea generation
- B. Poe app / web registration
- C. Tips on prompts
  - How to ask question and refine prompt effectively
  - Idea generation, summarisation, formatting
  - Feed and analyse data

3. ChatGPT Business Applications

- A. Customer service
- B. Digital marketing
- C. Document, excel operations
- D. Learning and education
- E. Various job usage examples
- F. Discussion, tips and concerns

4. AI Graphic Generation – Text-to-image

- A. Introduction of AI to image, and its capability and impact
- B. Hands-on: step by step account setup and how to use
- C. Tools: Stable diffusion, Canva
- D. Image knowledge and prompting skills with use cases
- E. Tips on prompt for generating images effectively

5. Future impact of Generative AI on Work/Careers

- A. Related tech trends and updates
- B. Exploration of the ethical and safety considerations
- C. Prepare the Mindset and skillset changes in AI era

Trainer's Profile

Kit WONG is a proficient Business Analyst and Developer. With 10+ years' experience in technology industry, Kit helps businesses to establish enhance operation efficiency and improve sales performance. He is experienced in developing and delivering tech-for-non-tech and ChatGPT training with very good feedback.

Inquiry: Ms Maggie CHEUNG | +852 2788 5013 | maggiecheung@hkpc.org
Ms Becky YU | +852 2788 5029 | beckyyu@hkpc.org

Award of Certificate

A Certificate of Attendance will be awarded to participants who have completed the course.

Target Audience

Anyone interested in ChatGPT & Generative AI

Enrolment Methods

1. Mail the crossed cheque with payee name "Hong Kong Productivity Council" (in HK dollar) and the application form to: *HKPC Academy, Hong Kong Productivity Council, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Ms Maggie CHEUNG)*.
   Please indicate the course name and course code on the **back of the cheque and envelope**.
   OR

2. Visit the registration counter of HKPC Academy, Hong Kong Productivity Council (1st Floor, HKPC Building, 78 Tat Chee Avenue, Kowloon) to enrol and settle the course fee.
   Office hours: Monday to Friday 09: 00 - 18: 00

http://u.hkpc.org/aRe

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