

ChatGPT

Generative AI Fast-Track: Master Cutting Edge Tools for Business Impact

CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS

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, Grok, DeepSeek, 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, Grok and DeepSeek to produce high-quality content for business, automating your workload and saving you time and effort.

Programme Code 10017467-01

Date & Time 12 & 14 May 2025
7:00pm to 10:00pm
(Total 6 hours)

Venue HKPC Building, 78 Tat Chee Avenue, Kowloon Tong

Medium Cantonese

Course fee HK\$2,400
(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
- Live ChatGPT, Grok & DeepSeek demo and hands-on activities
- Taught by industry veteran with 20 years of IT experience

Course Outline

Session	Agenda
<p>Session 1 (3 hrs)</p> <p>Getting Started with Generative AI</p>	<ol style="list-style-type: none"> 1. Introduction to Generative AI <ul style="list-style-type: none"> • Definition and Key Concepts • Overview of top AI platforms (ChatGPT, Claude, PoE, Grok) • Privacy considerations and data policies • The Rise of Large Language Models (LLMs) 2. Practical Business Applications <ul style="list-style-type: none"> • HR and recruitment optimization • Social media content creation • Tender document analysis • Hands-on Exercise: Use Generative AI tool to draft reference letter 3. Essential Prompt Engineering Skills <ul style="list-style-type: none"> • Basic principles of effective prompting • Understanding context windows • Avoiding AI hallucinations 4. Data Analysis and Automation <ul style="list-style-type: none"> • Spreadsheet analysis • Chart creation via Poe • Basic chatbot creation on Poe platform
Session	Agenda
<p>Session 2 (3 hrs)</p> <p>Advanced Topics and Content Generation</p>	<ol style="list-style-type: none"> 1. Advanced Research Techniques <ul style="list-style-type: none"> • Mastering Perplexity for intelligent search • Creating and managing research collections • Responsible Use of Free Generative AI Tools 2. Advanced Prompt Engineering <ul style="list-style-type: none"> • CO-STAR framework implementation • Voice and style guide development • Hands-on Exercise: Use CO-STAR Framework to create a prompt 2. Overview of AI Text-to-Image Generation <ul style="list-style-type: none"> • Text-to-image generation techniques • Image generation bots • Hands-on Exercise: Create custom image with Generative AI 3. Integrating Free Generative AI Tools into Workflows <ul style="list-style-type: none"> • Enhancing Productivity with Free Tools • Presentation creation with AI tools • Media creation with AI tools • Best Practices for Integrating Free Generative AI Tools

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 to complete the enrolment and payment online
- Special discount for group enrolment of 2 or above and please contact Ms. Yan WAI at 2789 5110 or training_2213@hkpc.org for more details.

