

## Generative AI: Create Your Own Assistant for Streamlining Business Tasks

CONNECTION TECHNOLOGY 裝備未來  
**FUTURE SKILLS**

Learn to automate workflows and drive business impact across various functions using Generative AI tools.

**Even without coding knowledge, you can use AI to generate code for automating daily tasks.**

Programme Code	10016881-10
Date and time	28 Aug 2025 (Thu) 14:00 – 17:30 [Total: 3.5 hours]
Venue	1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong
Mode	Face to face workshop
Language	Cantonese (supplemented with English terminology and handouts)
Course fee	HK\$1,500/ HK\$1,350* *Group discount for 2 or more

### Course Objectives

- Understand the fundamentals of Generative AI and its business impact.
- Explore and apply **no-code AI automation tools to streamline daily business tasks**, covering various functions such as Corporate Communication, Business Development, Digital Marketing, Research, and HR Finance.
- Develop hands-on skills in **building AI-powered business tools**.

## Course Outline

### 1. Introduction to Generative AI in Coding

- What is Generative AI?
- How Can It Help Your Business?
- Benefits and Limitations

### 2. AI Automation without Coding Knowledge

- How AI Automates Daily Repetitive Tasks Without Coding (Zapier)
- Demonstration:
  - **Corporate Communication:** Automate daily news updates relevant to your team via email.
  - **Business Development:** Automatically save leads from website forms into a spreadsheet.
  - **Digital Marketing:** Generate a month's worth of social media posts in one afternoon.

### 3. Hands-On Tool Creation with Poe.com

- Business Tools:
  - **Digital Marketing:** Create a tool for generating brand-aligned social media posts (text and images).
  - **Research and Idea Creation:** Build a tool to organise ideas into a visual mind map.
  - **HR/Recruitment:** Develop a tool to screen resumes by extracting key qualifications and matching them to job descriptions.
  - **Finance:** Create a tool to categorise and summarise expense reports for quick review.
- Exercise: Build your own tool to automate a daily task (e.g., HR screening tool or expense summariser).

### 4. Hands-On Coding with Replit AI

- Business Tools:
  - **Digital Marketing:** Build a website with a form to collect customer feedback for improving products/services.
  - **Customer Service:** Create a chatbot that answers common customer FAQs based on a knowledge base.
  - **Business Development:** Develop a tool to analyse competitor website data (e.g., keywords, offerings) for strategic insights.
  - **Sales:** Build a web tool to generate personalised email templates for outreach campaigns.
- Exercise: Build a web tool to drive business (e.g., customer feedback form or competitor analysis tool).

### 5. Q&A and Wrap-Up

## Trainer's Profile

**Ivan SO** is a seasoned trainer with 18 years of experience in digitalisation. He graduated from the University of Southampton with a Bachelor of Computer Science. Recently, he has successfully developed and delivered various Generative AI training programmes for both public and corporate clients.

## Target Audience

**Anyone** who wants to use AI or Generative AI effectively. No tech or coding knowledge is required.

## Award of Certificate

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

## Enrolment 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 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
3. Visit the registration counter of HKPC Academy, Hong Kong Productivity Council (1/F, 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/bt2>