

Generative AI: Create Your Own Assistant for Streamlining Business Tasks

CONNECTION TECHNOLOGY 裝備未來
FUTURESKILLS

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.

Duration	3.5 hours
Medium	Cantonese (supplemented with English terminology and handouts)
Course fee	Depends on number of participants, duration, venue and course content
Target audience	Basic understanding of Generative AI

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**.

Enquiry / Enrolment

Please contact our consultant for programme arrangement:

Ms Becky YU | Senior Consultant, HKPC Academy
+852 2788 5029 | beckyyu@hkpc.org

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