

Generative AI for Business Optimisation

Image created by Generative AI

CONNECTION TECHNOLOGY 裝備未來
FUTURESKILLS

Master FREE AI tools for your daily office work!

Designed for non-tech professionals, this practical workshop will teach you how to leverage AI for smarter content generation, streamlined workflows, and more effective communication.

Course code	10018951-03
Date and time	17 Jul 2026 (Fri) 09:30– 17:00
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\$3,000/ HK\$2,700* *Group discount for 2 or more

Course Objectives

- Equip participants with a strategic understanding of how Generative AI enhances business innovation, competitiveness, and operational efficiency.
- Develop practical skills in applying free Generative AI tools for **creative content generation**, **workflow automation**, and building **no-code chatbots** to address business needs.
- Critically assess the challenges of AI-driven security threats and data privacy concerns, and formulate robust strategies to mitigate risks in AI adoption.
- Analyse real-world use cases and emerging trends to cultivate organisational agility and strategic foresight for an AI-driven future.

Course Outline

1. Strategic Role of Generative AI in Business

- A. Understanding the role of Generative AI in enhancing business innovation and competitiveness
- B. Identifying key business domains benefiting from Generative AI and no-code automation
- C. Importance of Prompt Engineering techniques in improving AI effectiveness and efficiency

2. Creative Content Generation and Visualisation Using AI

- A. Applying text-to-image and text-to-presentation AI tools to accelerate marketing and reporting efforts
- B. Best practices for generating high-quality AI-driven graphics and slide decks
- C. Use cases demonstrating productivity gains in content creation

3. Building Customised GPT-Powered Chatbots for Your Business

- A. Designing and deploying tailored AI chatbots for customer support and internal knowledge management
- B. Techniques for fine-tuning pre-built models without deep technical expertise
- C. Integration of AI assistants into existing business operations
- D. Tips to train AI models to meet specific business requirements
- E. Showcase of no-code tools to ease the process of building and deploying AI models

4. AI Models Integrated Workflow Automation and AI Agent

- A. Leveraging no-code platforms for enhancing routine business processes
- B. Streamlining communication tasks with AI-powered automation
 - Automated email drafting with AI integration
 - Content creation automation using AI triggers and actions
 - Real-time notifications and task updates via integrated platforms
- C. Creating simple AI agents for business use cases
 - Designing basic AI agents for handling FAQs and task automation within workflows
 - Hands-on practice: Build and deploy a simple AI agent that interacts with business data and triggers automated responses
- D. Introducing MCP model for AI system learn and interact with latest data

5. Security and Data Privacy in the AI Era: A Business Imperative

- A. Unpacking recent AI crime trends and their implications on business
- B. Understanding the threats: Deepfakes, Voice Synthesis, AI Password Cracking, and more, and their impact on business security
- C. Understand regulatory and privacy concerns relevant to Generative AI deployment

6. Real-World Generative AI Use Cases and Success Stories

- A. Explore practical examples of how businesses across industries leverage Generative AI to optimise operations and enhance customer experience
- B. Review case studies highlighting measurable business impacts including cost savings and productivity improvements
- C. Extract key lessons and best practices to inspire effective AI adoption

7. Future Impact of Generative AI on Business Environment: A Strategic Perspective

- A. Monitor evolving Generative AI trends and their potential business implications
- B. Develop organisational agility and workforce skills to adapt to AI-driven changes

Trainer's Profile

Mr. WONG Pan Kit

Graduated from the City University of Hong Kong, Kit brings over 15 years of experience in helping SMEs thrive through AI, cloud, and digital marketing solutions. As a skilled developer, consultant, and trainer, he delivers engaging Generative AI x ChatGPT workshops for diverse audiences, including government, property, and finance sectors. His expertise empowers participants to implement AI solutions effectively and achieve operational excellence.

Mr. YIU Man Tung, Matt (Co-trainer)

Matt is an accomplished software engineer with a proven track record of optimising cloud systems for operational efficiency. He holds a Master of Philosophy degree in Computer Science and Engineering from the Chinese University of Hong Kong, bringing a deep understanding of complex technical concepts to his training sessions. Matt's expertise ensures participants gain valuable insights and practical skills in utilising AI-powered tools.

Award of Certificate

A Certificate of Attendance 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 Fannie KWOK)**. 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/b9D>