

Streamline & Scale: Generative AI for Video & Reels

Image created by Generative AI

CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS

Join to create stunning videos and reels - **no prior experience needed!**

Learn to streamline the entire video production process using **free AI tools**.

Walk away with your own polished **30 second video**, complete with editing, voiceovers, subtitles, and AI-generated music — ready to share.

Programme code	10018951-06
Date and time	25 Jun 2026 (Thu) 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

Course Objectives

- Understand the fundamentals and ethics of using Generative AI in multimedia production
- **Use AI tools to generate and edit video content**, and animate images into video
- **Convert text to natural-sounding video and audio formats** using AI speech technologies
- **Create custom AI avatars** and utilise voice and face cloning technologies responsibly
- **Develop engaging AI-generated reels and shorts** for social media promotion

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Course Outline

1. Introduction

- Overview of Generative AI in multimedia content creation
- Ethical considerations in using Generative AI

2. AI in Video Editing and Production

- Introduction to AI-powered video editing tools
- Hands-on activity: Enhancing a video clip using AI tools

3. Text-to-Video and Speech Technologies with Prompting Tips

- Overview of text-to-video technologies
- Demonstration of speech-to-text and text-to-speech tools
- Prompting Tips
- Hands-on activity: Creating a video from textual input and adding voiceover using text-to-speech

4. Image-to-Video Generation with Prompting Tips

- From subtle animation to full scene generation
- Prompting Tips
- Hands-on activity: Animate a generated image or photo into a 5-second video clip

5. Creating Viral AI Reels & Shorts

- Tips for successful short video
- Hands-on activity: Generate, edit, and polish a complete vertical video for social media

6. Voice and Face Cloning with AI Avatars and Virtual Characters

- Introduction to voice cloning and face cloning technologies
- Creating AI avatars and virtual characters. UGC testimonial for your brand
- Discussion on the range of applications
- Hands-on activity: Designing and animating an AI avatar for a brand or promotional use case

7. AI Music

- Exploring AI tools for music creation
- Hands-on activity: Composing background music for a video project

8. Social Media Tips for Maximising Promotion Effectiveness

Award of Certificate

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

Target Audience

Anyone who is interested in Video Production such as

- Marketing professionals
- Creative professionals
- Video editors
- AI enthusiasts
- Practitioners in media and technology fields

Trainer's Profile

Ivan SO is a seasoned trainer with over 20 years of SEO and WordPress experience. He built dozens of sites to test SEO and hundreds of WordPress & WooCommerce sites. Recently, he conducted a number of ChatGPT and Generative AI sharing sessions for the public and corporates.

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

