

From Idea to Deck: Create with Canva & AI

Image created by Generative AI

裝備未來
FutureSkills

Create professional presentations from scratch with Canva & AI. **Generate content, design visuals, and ensure brand consistency in one workflow.** Build confidence and deliver compelling storytelling.

Every participant will receive an exclusive AI Prompt Sheet.

Programme Code	10018951-13
Date and time	22 Oct 2026 (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

- Use **FREE AI tools** to research, structure narratives, and write professional scripts for compelling presentation
- Master **AI-driven visual creation and editing** to produce custom graphics, icons, and layouts in Canva
- Apply **brand kits and AI templates** to ensure visual consistency and a polished, professional finish across all slides
- **Export and integrate presentations into professional formats for seamless delivery** and further editing

Course Outline

1. Foundations & Content Engineering

- Use AI to research, outline, and script your presentation with accuracy and impact
- Key topics:
 - AI model selection: Selecting the right AI tool for ideation, scripting, real-time research/fact-checking
 - Effective prompts: Generate structured presentation outlines and scripts effectively
 - Hands-on activity: Use AI tool for a structured outline

2. Visual Alchemy & AI Image Mastery

- Generate and refine custom visuals using AI for a professional and polished look
- Key topics:
 - Image prompting: Using style, lighting, and medium keywords for professional
 - Customised visual: Creating custom backgrounds, icons, and hero graphics
 - AI editing: background remover, background/ object swapping, subject detachment for layout flexibility
 - Hands-on activity: Generate a custom graphic and refine details

3. Brand Consistency & Data Visualisation

- Ensure brand alignment and transform data into clear, engaging visual stories
- Key topics:
 - AI Charts: Prompt-driven data visualisation and infographics
 - Brand Cohesion: Applying Brand Kits (colours, logos, fonts) in one click
 - Templates: Skinning AI content with corporate presentation templates
 - AI design: Automated layout suggestions for polished slides
 - Hands-on activity: Apply a corporate template to AI-generated content and create an infographic

4. Integration & Export

- Integrate and finalise your presentation for professional delivery
- Key topics:
 - PPT integration: Exporting to ".pptx" for offline editing and self-management
 - Pro formats: Saving as high-resolution PDF or "Present and Record" video
 - Final review: Manual check for AI hallucinations and brand alignment

5. AI Ethics & Privacy Considerations

Trainer's Profile

Roger Kan is a dynamic digital leader and educator with over 10 years of experience in the digital industry. Currently holding a senior management position at an MNC specialising in digital solutions, Roger bridges cutting-edge industry expertise with academic excellence. His deep knowledge spans generative AI tools, programmatic advertising, e-commerce platforms, and technology sales, making him a highly sought-after trainer for corporate and academic audiences across Hong Kong and the Greater Bay Area (GBA).

Target Audience

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

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 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/bB7>