

Generative AI for Business Optimisation

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.

Duration

6 hours

Language

Cantonese (supplemented with English terminology and handouts)

Course fee

Depends on number of participants, duration, venue and course content

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.

Enquiry / Enrolment

Please contact our consultant for programme arrangement:

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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