

Mastering AI Communication: Prompt Engineering

裝備未來
FutureSkills

How to enhance the quality of AI-generated content?

Join this hands-on workshop to learn the effective strategies for **crafting precise questions to guide AI models for a better AI output**. Explore a variety of applications utilising customised prompt. No tech knowledge required!

Duration

3.5 hours

Language

Cantonese (supplemented with English terminology and handouts)

Course fee

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

Course Objectives

- **Command AI with precision** using proven prompt frameworks that yield reliable, high-quality results.
- **Explore complex use cases** of Prompt Engineering for different business applications.
- **Develop skills to train and fine-tune** AI models using sophisticated prompt techniques.
- **Leverage localisation strategies** for the Hong Kong and GBA context, mastering trilingual prompting and culturally relevant AI communication.

Enquiry / Enrolment

Please contact our consultant for programme arrangement:

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Course Outline

1. The Business Case for AI & Security

Understanding why AI is a required skill for the modern workforce and how to use it safely

- **The AI Co-Pilot Shift:** Moving beyond "chatbots" to understanding how Generative AI acts as a 24/7 analyst, writer, and consultant.
- **Real-World Impact:** Case studies of how businesses are cutting administrative time by 30-50% and improving decision velocity.
- **Risk, Ethics & Privacy (Crucial):**
 - Data Security: What never to put into public AI models (protecting company IP).
 - Understanding Bias: Why AI answers can be wrong and how to fact-check.

2. The Logic of Prompt Engineering

Learning the new programming language: Natural English (and Chinese)

- **How LLMs "Think":** Demystifying the black box—understanding probability vs. facts so you know when to trust the AI.
- **The 3 Modes of Prompting:**
 - Generative: Creating new content (ideas, drafts).
 - Transformative: Changing formats (rewriting, translating, summarising).
 - Evaluative: Asking AI to critique or judge work.
- **Precision Communicator:** Why "vague input gets vague output." Learning to define Role, Context, and Constraints.
- **Avoiding Hallucinations:** Identifying common pitfalls where AI sounds confident but is factually wrong.

3. Hands-On Prompt Creation & Business Workflows

Practical application of AI to accelerate daily operations and communication

Core Prompting Strategy

- **The "Perfect Prompt" Framework:** Learning the specific formula to get high-quality, usable results on the first try.
- **Feedback Loops:** How to test and refine prompts to iteratively improve the AI's output.
- **Advanced Logic:** Using "Chain of Thought" and "Few-Shot" prompting to guide the AI through complex reasoning (e.g., strategic planning or root cause analysis).

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3. Hands-On Prompt Creation & Business Workflows

Operational Efficiency (The Time-Saver)

- **Meeting Intelligence:** Instantly turning messy transcriptions or rough notes into structured minutes with clear Action Items.
- **Data & Document Crunching:** Uploading PDFs or CSVs to extract executive summaries, spot trends, or audit data without reading every page.
- **Visual Analysis (Multimodal):** Using AI to "read" images—digitising whiteboard notes, analysing charts, or extracting text from photos.

Business Communication & Content

- **Drafting & Repurposing:** Creating emails, proposals, and social posts, then instantly reformatting them for different channels (e.g., turning a report into a presentation outline).
- **Tone & Crisis Management:** Rewriting drafts to be more empathetic for customer complaints or more authoritative for negotiations.
- **Roleplay & Prep:** Using AI as a "sparring partner" to prepare for difficult sales pitches or internal negotiations.

The "Hong Kong Edge" (Localisation)

- **Trilingual Mastery:** Strategies for seamless switching and mixing between English, Traditional Chinese (Cantonese context), and Mandarin.
- **Cultural Context:** Prompting for local festivals (CNY, Mid-Autumn), regional humour, and specific HK/GBA consumer behaviours.
- **Translation Accuracy:** Moving beyond direct translation to capture the nuance and intent across languages.

4. Custom AI Solutions with Prompt Engineering

Moving from one-off prompts to building consistent, scalable team workflows

- **Custom Instructions:** Setting up your AI "Profile" so it knows your company tone, formatting rules, and job role automatically (no need to repeat yourself).
- **Building a "Prompt Library":** How to save and share your best prompts with your team to standardise quality.
- **Department-Specific Workshops (Capstone):**
 - For HR: Automating JDs, screening criteria, and policy updates.
 - For Marketing: Creating brand-aligned content calendars and campaign structures.
 - For Finance/Admin: Standardising reporting formats and data extraction.
- **The "Human in the Loop":** Establishing the final review process to ensure quality control before hitting "send".