

Mastering AI Communication: Prompt Engineering

Image created by Generative AI

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 better AI output**. Explore real-world applications with customised prompts.

Suitable for beginners with limited prompting skills – no technical background required!

Programme Code

10018951-22

Date and time

17 Nov 2026 (Tue)
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

- **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.

Course Outline

1. The Business Case for AI & Security

- **The AI Co-Pilot Shift:** Moving beyond "chatbots" to understand 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

- **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.
- **Reasoning Modes:** Understanding how today's AI reasons before answering — recognising fast vs. thinking mode and using the reasoning toggle to get better answers on complex questions.
- **Prompting vs. Context:** The difference between what you ask and what the AI has access to (documents, memory, instructions) — and why the second matters just as much.
- **Avoiding Hallucinations:** Identifying common pitfalls where AI sounds confident but is factually wrong.

3. Hands-On Prompt Creation & Business Workflows

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.
- **Ask for the Shape, Not Just the Content:** Requesting tables, lists, or defined formats so output is reliable enough to reuse or hand off to another tool or teammate.

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.
- **Vibe Coding with Gemini Canvas:** Describing a small tool in plain language (e.g. a calculator, quiz, or tracker) and having Gemini Canvas build and refine it live — showing non-technical staff they can create working mini-apps without writing code.

Course Outline

3. Hands-On Prompt Creation & Business Workflows (cont.)

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 Putonghua.
- **Cultural Context:** Prompting for local festivals (Chinese New Year, 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

- **Custom Instructions:** Setting up your AI "Profile" so it knows your company tone, formatting rules, and job role automatically (no need to repeat yourself)
- **Memory:** What today's AI platforms retain across sessions by default, and what you should — and shouldn't — let them remember.
- **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"
- **Chatbot vs. Agent:** Understanding the difference between a simple AI chatbot and a true multi-step AI agent — and where each fits in your workflow.

Trainer's Profile

Ivan SO is a seasoned trainer with over 20 years of experience in digitalisation. He graduated from the University of Southampton with a Bachelor of Computer Science. Recently, he has successfully developed and delivered various Generative AI training programmes for both public and corporate clients.

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/bGh>