

up to 2/3 course fee reimbursement

Harnessing **ChatGPT** for Businesses

24 and 25 October 2024 (2 days) Harnessing ChatGPT for Businesses

RITTP code: CA/6/2023(RT) Course Code: HCB7101

Master ChatGPT: Empower Your SME to Boost Efficiency, Cut Costs, and Thrive in Hong Kong's Competitive Landscape!

Introduction

The emergence of ChatGPT has brought about a revolutionary transformation in various aspects of business operations. It not only saves manpower but also ensures uninterrupted support for businesses. By engaging with customers, ChatGPT generates valuable data that can be analyzed to gain profound insights into their preferences, pain points, and behavior. This data serves as a solid foundation for shaping effective business strategies, designing impactful marketing campaigns, and facilitating product development. Moreover, ChatGPT's ability to generate diverse content, including blog posts, product descriptions, and social media updates, reduces the dependence on external professionals for such services. These advantages hold immense significance, particularly for the businesses facing fierce competition.

Program Objective

The objective of this workshop is to equip participants with the skills and knowledge necessary to effectively utilize ChatGPT in addressing business challenges, enhancing productivity, reducing costs, fostering creativity, and optimizing learning resources for employees.

After the workshop, participants will be able to

1. Understand the capabilities and functionalities of ChatGPT for SME businesses.
2. Implement ChatGPT to automate customer support processes and reduce manpower costs.
3. Utilize ChatGPT to generate high-quality content, such as blog posts, product descriptions, and social media updates, saving time and resources.
4. Analyze and interpret customer data generated through ChatGPT interactions to gain business insights.
5. Integrate ChatGPT into sales and lead generation processes and boost operational efficiency.

Shek Ka Wai

Technology Trainer and
Business Trainer

Computer Academy

Your invented business
training partner

<https://www.computeracademy.com.hk>

Enquiry and Registration

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WhatsApp 91349822

Email: info@computeracademy.com.hk

本課程已被列入

新型工業化及科技培訓計劃下的登記公開課程

Course Fee: HK\$ 14,850 (2 days) or
around HK\$4,950 (after subsidy)

Target Participants

The participants from the below functions will gain significant benefits:

- ◆ **Customer Support:** Automate the support processes for customers.
- ◆ **Content Creation:** Harness ChatGPT's content generation capabilities.
- ◆ **Marketing Campaigns:** Reach a wider audience for targeted marketing strategies.
- ◆ **Sales Force:** Engage potential customers and provide product information.
- ◆ **Data Analysis:** Interpret customer data generated through ChatGPT interactions.
- ◆ **Policy and Compliance:** Assure data security, privacy, and compliance.
- ◆ **Training and Development:** Identify opportunities to upskill employees, enhance productivity.

Program Content

Module 1: Introduction to ChatGPT (4 hours)

Unit 1: Introduction to ChatGPT

- Understanding the basics and capabilities of ChatGPT
- Chatbots for customer service
- Personalized marketing
- Automated sales interactions
- Data analysis and insights

Unit 2: ChatGPT for Customer Services

- Utilizing ChatGPT for customer support and interactions
- Benefits of ChatGPT in improving customer experience
- Practices for implementing ChatGPT in customer service
- Choosing appropriate ChatGPT use cases
- Designing chatbot conversations to meet customer needs

Module 2: Utilizing ChatGPT for Sales and Marketing (5 hours)

Unit 3: ChatGPT for Marketing

- How ChatGPT enhances marketing effectiveness
- Personalized marketing
- Chatbots for lead generation and qualification
- Utilize ChatGPT for better customer engagement and loyalty building
- Successful examples of ChatGPT marketing campaigns

Unit 4: ChatGPT for Sales

- Automating sales processes with ChatGPT
- Chatbots for customer interactions and retention
- Best practices for ChatGPT-powered sales interactions
- Designing chatbot conversations to meet customer needs
- Training and testing chatbots for optimal performance

Module 3: Data Analytics of ChatGPT with Operations (5 hours)

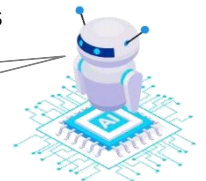
Unit 5: ChatGPT for Data Analytics

- Benefits of ChatGPT-powered data analysis
- Utilizing ChatGPT for data analysis and insights
- How to use ChatGPT to make data-driven decisions for businesses
- Successful examples of ChatGPT data analytics projects
- Data analysis and result evaluation

Unit 6: ChatGPT for Business Operations

- Identify processes or operations for ChatGPT applications
- The principles and ethics of applying ChatGPT for effective business operations
- Case studies of successful ChatGPT implementation in various industries
- Tools and practices of integrating ChatGPT with the existing dataset
- Group Project to improve process efficiency, reduces errors, and optimize costs

Capacity is limited, book your seat now!



Trainer Profile

Mr. Mr. Shek Ka Wai is a seasoned trainer, KOL, and tech enthusiast with over 15 years of experience in applying technology in the digital realm. He has a proven track record of generating over HKD 2 million through social media, gaining invaluable expertise in assisting enterprises in promoting their brands and products effectively. In 2014, Mr. Shek founded Online Marketing Player (OMP), a groundbreaking online learning platform dedicated to providing tailored digital, ChatGPT, and AI lessons for businesses.

Through a blend of online and offline seminars, OMP has successfully equipped more than 3,000 entrepreneurs from small and medium-sized enterprises in Hong Kong, Macau, Taiwan, and Malaysia with essential knowledge in digital marketing and generative AI. OMP has also offered consultancy services and internal training to prestigious companies such as Maxim's Group, German Pool, LBS Group, SUNSHINE Laundry, HERBS, Convoy, Swire Properties, and Ming Pao. Furthermore, Mr. Shek is a frequent speaker at esteemed educational institutions and organizations including HKUST, PolyU, HKU, BU, OUHK, IVE, Cyberport, and InnoCentre.

A graduate of the Department of Design at Caritas Bianchi College of Careers, Mr. Shek's mission is to empower individuals with the skills to leverage AI for enhanced productivity and creativity.

Particulars:

- The training course is developed for the New Industrialization and Technology Training Programme (NITTP).
- For details about NITTP, please visit the website: <https://nittp.vtc.edu.hk/>.
- **Program Dates** are scheduled on 24 and 25 October, 2024, from 09:15 to 17:15.
- **The venue** is Room 603 Dominion Centre, 43-59 Queen's Road East, Wanchai, Hong Kong.

Course Requirements:

- It is expected that participants possess **basic PC skills** and could **utilize their own notebooks** during practical exercises. It may or may not be necessary to install software prior to the lesson.
- The sessions are purposely made to provide opportunities for participants to rehearse the learnt skills.
- The course is **delivered in Cantonese**, while the training and presentation materials are provided in English.

Enrolment Details:

- **5% early bird discount** is offered for enrollment before **22 August 2024**
- To register the course, please fill in and return the attached enrolment form on or before 5 September 2024 and **apply for NITTP training grant 6 weeks** before the course commencement.
- Copies of the latest version of the NITTP training grant application forms can be obtained from the Secretariat or downloaded from the website of the NITTP.

ENROLMENT FORM

Name (Mr./Ms./Mrs.)

HKID Card No.Age (CEF applicant only).....

Title

Company

Address

Telephone No. (office) (home) (mobile)

Fax No. E-mail

Code	Course name	Date	Fee
Total HK\$			

Cheque should be crossed and made payable to “**Computer Academy**”.

Company sponsored: Yes No

Do you possess the basic computer operation skills (e.g open and save files, manage document windows and mouse control) ?

Yes No

How do you know our company?

Advertisement Friends Our mailing Internet/E-mail

Other _____

Signature & Chop: Date:

- Registration must be made on the **Enrolment Form** provided and returned to Computer Academy with school fee.
- Acceptance is subject to the discretion of Computer Academy.
- Applicants will be notified by telephone to confirm receipt of the application form and full programme fee.
- When a programme is over-subscribed, additional classes may be started in some cases. Applicants may then be notified of the new schedule.
- Telephone or fax reservations are welcome but are subject to confirmation by payment in full within 5 days of the date the reservation is made or 7 days prior to programme commencement, whichever is sooner.
- Applications with payment will be processed on a first-come first-served basis.
- Computer Academy reserves the right to make alterations regarding the details.
- Personal data will be used for the purposes of market research, programme development and direct mailing.