Empowering Marketers with the Knowledge of Generative AI & ChatGPT

Table of Contents

Introduction

In this comprehensive 2-day workshop, participants gain vital insights into Generative AI, covering essential concepts and practical applications. It includes hands-on exercises in applying AI to their unique work situations. They will acquire the expertise to effectively leverage Generative AI, enhancing their performance across multiple domains such as content creation, image generation and market research. Additionally, participants will gain the knowledge to craft impactful prompts through AI and refine them to achieve the desired results.

By understanding and utilizing Generative AI, professionals can devise more effective marketing strategies, leading to personalized customer experiences and ultimately fostering business growth. This workshop will help participants stay ahead in a rapidly evolving digital landscape where AI is becoming an integral part of marketing. Through interactive sessions, they will not only master AI tools but also learn how to seamlessly integrate these skills into their daily workflows, enhancing their effectiveness and productivity.

Learners are required to bring an internet-enabled laptop that can access: ChatGPT, Google Gemini, MS CoPilot, Dall-E2, DreamStudio (Stable Diffusion), Midjourney, etc.

Learning Outcomes

Upon completion of this course, you will be able to:

- Understand the fundamental principles and concepts behind Generative AI.
- Maximize the potential of ChatGPT and its capabilities.
- Master the skills of crafting effective prompts to achieve high-quality results with ChatGPT.
- Discover how to create engaging and informative content for social media platforms by harnessing the power of Generative AI.
- Implement tactics in utilizing content marketing and storytelling to attract potential leads.
- Develop effective market research strategies to gather market insights through the use of Generative AI.
- Utilize various AI tools to generate images for advertising and e-commerce.
- Be aware of the limitations and ethical considerations of Generative AI and how to use it responsibly.

Who Should Attend?

This course is perfect for:
- Professionals and Individuals seeking to gain a deeper hands-on experience in using the latest AI tools for content creation, image generation, marketing strategies and campaigns
- Digital Marketers
- Content Strategist
- Copywriter
- Bloggers
- Influencers
- SEO Specialist
- Social Media Strategist
- Business Development Manager
- Brand Manager
- Business Owners
- Business and Marketing Students
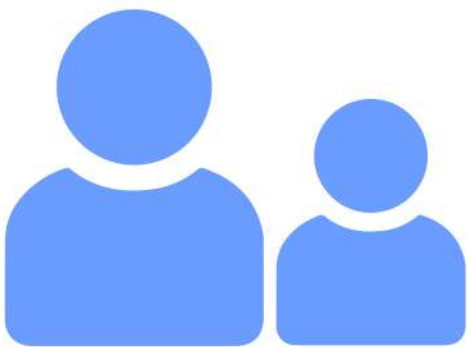
No prior technical expertise is required for participants to benefit from this course.

Learners are required to bring an internet-enabled laptop that can access: ChatGPT, Google Gemini, MS CoPilot, Dall-E2, DreamStudio (Stable Diffusion), Midjourney, etc.

Course Outlines

Topic 1 – Introduction to Generative AI
- Understanding the fundamentals of Generative AI
- Potential Applications of Generative AI
- Exploring the Capabilities of ChatGPT and other AI tools

Topic 2: Introduction to Prompt Engineering (with Hands-on Activity)

- Understanding the concepts of Prompt Engineering
- Understanding the importance of Prompt Frameworks
- Strategies for crafting high-quality prompts
- Harnessing the strengths of both humans and AI for maximum impact

Topic 3: Market Research using ChatGPT (with Hands-on Activity)
- Brainstorming techniques with ChatGPT
- Leveraging ChatGPT for Multi-Perspective Analysis
- Generate and Refine Strategic Ideas with ChatGPT

Topic 4: Content Creation using Effective Prompts (with Hands-on Activity)
- Refining customer segmentation and targeting
- Formulate Content Strategies with Effective Prompts

Topic 5: Social Media Marketing Platforms (with Hands-on Activity)
- Working with Generative AI to generate content for various social media channels
- Optimizing Social Media: Platform Selection, Posting Frequency, and Content Ideas

Topic 6: Utilizing AI for Keyword Research (with Hands-on Activity)
- Leveraging AI to discover optimal Keywords for Search Engine Optimization (SEO)
- Crafting Blog Post and Articles
- Creating video Marketing Campaigns

Course Outlines

Topic 7: Lead Generation through Content Marketing & Storytelling (with Hands-on Activity)

- Tactics on leveraging Content Marketing & Storytelling to attract leads
- Strategic Use of Lead Magnets

Topic 8: Building Effective Email Drip Campaigns (with Hands-on Activity)

- Understanding the email marketing sequences
- Crafting persuasive emails based on the customer journey

Topic 9: Automate Social Media Calendaring with AI (with Hands-on Activity)

- Utilizing Generative AI for content idea generation
- Managing publishing and distribution of content by incorporating content scheduling

Topic 10: Image Generation with Various Generative AI Tools (with Hands-on Activity)

- Overview of Generative AI for Image Generation
- Understanding how to use Generative AI for Image Generation
- Learning how to generate images with AI Tools
- Using AI remixable templates for design

Course Outlines

Topic 11: Ethical Considerations and Future Implications

- Responsible Generative AI usage
- Privacy and data protection concerns
- Impact on Industries and potential job displacement/creation due to AI advancements
- Detection of AI-generated content

Topic 12: Differences between ChatGPT & ChatGPT Plus

- ChatGPT vs ChatGPT Plus: Head-to-Head Comparison
- Overview of Generative AI for Image Generation
- Understanding how to use Generative AI for Image Generation
- Learning how to generate images with AI Tools
- Using AI remixable templates for design

Course Details

2 Day
9am - 5pm

Classroom Learning at Holiday Inn Orchard City Centre or Concorde Hotel

(65) 6720 3333
training.aventis@gmail.com

$1,200 Before GST

Trainer's Profile

James Lee

James Lee holds ACTA certification as an adult training expert, having over 20 years of progressively enriching training experience across corporate enterprises and educational institutions.

His credentials extend to being a Certified ChatGPT Expert and holding Adobe Certified Expert and Adobe Web Specialist certifications.

James has previously worked as an Adjunct Lecturer at Singapore Polytechnic and have held a role as a Web Developer at Nanyang Technological University (NTU). Following his tenure in these positions, he transitioned to Equinet Academy, where he assumed the role of a Social Media and Content Specialist. In this capacity, he was responsible for boosting brand recognition and crafting diverse content for various social media platforms.

His last corporate role was with Boston Consulting Group as an Associate Trainer and consultant. Currently, he facilitates numerous Career Transition programs focusing on Digital Marketing and UI/UX. Through these programs, he provided valuable guidance to individuals seeking to advance their careers. As a Certified ChatGPT Expert, he also offers courses on Generative AI and Prompt Engineering using ChatGPT.

With his vast knowledge and experience, James has the ability to explain and simplify complex concepts. He will be able to make positive contributions to your learning journey.

Testimonials

James is a perfect instructor for the ChatGPT course. His extensive expertise in both ChatGPT and digital marketing is evident through his comprehensive knowledge and ability to exceed the course topics. He goes above and beyond by willingly sharing additional insights, contributing significantly to my understanding and growth as a digital marketer. His patience and dedication make him an exceptional teacher, and I couldn't have asked for a better mentor in this field.

- Arion Kwok, Digital Media Marketing Officer

James's lessons are very engaging & his willingness to share valuable insights has greatly contributed to my understanding of working with ChatGPT. I have gained a lot from attending his course.

- Gina Lau, healthcare industry

I have attended several courses conducted by James, and I appreciate his teaching style. He brings the lessons to life, and his knowledge makes him a subject matter expert in his field. He is also responsive in addressing any queries that I have.

- Peter Sim, ITE Lecturer

Trainer James Lee is very helpful and clear with his teaching. The class is very engaging and the lessons were fun and interesting. A lot of hands-on practice to ensure that we understand the concepts. I have enjoyed his course and will come back for more courses.

- Easudas Jason, Business Development Manager