

Seminar “Latest Trend of Self-media Marketing: Application of Artificial Intelligence”



Registration Method

Interested persons are welcome to attend.
Admission is Free.

Please register at SUCCESS website
(www.success.tid.gov.hk) on or before
29 March 2023 (Wed) 12:00 noon.

Registration will close
once seats are all taken.

Enquiry Hotline: 3403 6111

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Artificial Intelligence (AI), which has been widely adopted around the world in recent years, is helpful to self-media. In this seminar, online marketing expert is invited to explain the trend and application of AI in self-media production, including automatic generation of short film with ChatGPT, creation of promotional graphic image using AI drawing software, as well as production of virtual anchor short video by AI software, with a view to assisting SMEs in formulating marketing strategies with the use of AI so as to keep pace with the market development.

Details



Date: 29 March 2023 (Wed)

Time: 3:30 - 5:00 p.m.

Venue: Support and Consultation Centre for SMEs
of the Trade and Industry Department (SUCCESS)
Room 1301, 13/F, Trade and Industry Tower,
3 Concorde Road, Kowloon City

Language: Cantonese

Speaker: **Mr Chois Choi**, Strategy Consultant, Source Network Media Group