

## Seminar “Application of AI in Online Promotion”



### Registration Method

Interested persons are welcome to attend.

Admission is Free.

Please register at SUCCESS website  
([www.success.tid.gov.hk](http://www.success.tid.gov.hk)) on or before  
21 December 2023 (Thu) 12:00 noon.

Registration will close  
once seats are all taken.

Enquiry Hotline: 3403 6111

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Artificial intelligences (AI) technology is a significant tool for optimising business processes and business models across various industries. In this seminar, experts will explain the utilisation of AI in digital marketing, such as analysis of consumer behaviour, market trends, and the demand for popular products. They will also provide successful cases of AI application in online promotion, and demonstrate how AI can automatically generate content for blog articles and social media posts. Additionally, the seminar will explore the future development of AI, with a view to assisting SMEs in enhancing the advertising efficiency and customer interaction.

### Details



Date: 21 December 2023 (Thu)

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 Harry Lui**  
Founder and Executive Director, Smark Global  
(Holdings) Limited
  - **Ms Cherry Wong**  
Founder, ProfitBrand