

This seminar is one of the seminars under the SME Service Centers' "4-in-1" Seminar Series.



## Seminar "Application of AI in the Mainland Self-media Platforms"



### 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  
19 July 2024 (Fri) 12:00 noon.

Registration will close  
once seats are all taken.

Enquiry Hotline: 3403 6111

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Artificial Intelligence (AI) brings new opportunities to self-media. In this seminar, an online marketing expert is invited to explain the application of AI technology in the Mainland self-media platforms to improve operational efficiency and user experience. The seminar will also analyse how Hong Kong enterprises can use AI for sales and promotion in the future through successful cases sharing, with a view to assisting SMEs in running self-media and exploring the mainland market.

### Details



Date: 19 July 2024 (Fri)

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 Choi Choi**, Strategy Consultant, Source Network Media Group