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

Co-Organiser

Seminar
"Empowering Brands with AI: Social Media Content Creation and Brand Promotion Strategies"



Registration Method

Interested persons are welcome to attend. Admission is Free.

Please register at SUCCESS website (www.success.tid.gov.hk) on or before 9 December 2026 (Wed) 12:00 noon. Registration will close once seats are all taken.

Enquiry Hotline: 3403 6111

Register Now

With the widespread adoption of artificial intelligence (AI), enterprises can leverage AI tools to strengthen marketing and brand promotion. To help SMEs keep pace with the digital transformation trends, this seminar, conducted by a trainer from the Employees Retraining Board (ERB), will introduce the basic principles of generative AI, share practical applications of AI in marketing and brand promotion, as well as demonstrate how AI tools could create social media content, with a view to assisting SMEs in promoting their brands in a more cost-effective way and enhance their market competitiveness.

Details

Date:	9 December 2026 (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 Chan Chi Lung**, Trainer of Employees Retraining Board