

PUBLIC WORKSHOP

Future-Ready with AI – Navigating the New Era of Smart Workplaces

Venue : Wyndham Grand Bangsar, Kuala Lumpur

Start a
conversation with
our AI Assistant



Contact us

info@atcen.com

+603-7728 2623

+6018-233 0760



Workshop Description

This training program is designed to equip the workforce with the essential knowledge and skills needed to effectively utilize AI tools in the workplace. It addresses the growing need for AI literacy in various professional domains, ensuring participants can harness AI for tasks like report writing, research, presentation creation, project management, and developing marketing materials. The course offers practical, hands-on learning experiences to make graduates AI-proficient in their respective fields.

Methodologies

This program will be delivered using multiple methodologies as the program is designed to be theoretical and practical hands-on sessions.

- Facilitative
- Gamified
- Theoretical (Lecture style)
- Live demonstrations
- Hands-on practical work (technical)
- Group discussion & presentation

Program Value Proposition

Enhances employability by equipping the workforce with in-demand AI skills. Facilitates smoother transition into AI-driven work environments, boosting productivity and innovation.

Workshop Learning Objectives

Participants will learn to:

- To provide a comprehensive understanding of AI tools and their applications in professional settings.
- To develop proficiency in leveraging AI for research, reporting, project management, and marketing.
- To cultivate the ability to critically evaluate and effectively implement AI solutions in workplace tasks.

Who Should Attend

Anyone who aspire to use AI to empower themselves for the workplace.



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Workshop Outline / Agenda

Day 1

9:00am - 10:45am

Module 1: Introduction to AI in The Workplace

- Introduction to basic AI concepts: Machine Learning, Deep Learning, NLP
- Exploration of different AI technologies and platforms
- Brief history of AI development – how it started and why it now plays in modern work productivity.

Activity: Group activity & presentation

10:45am - 1:00pm

Module 2: Introduction to Generative AI

- Introduction to Generative AI: Concepts and Evolution
- Discovering AI applications in various domains – what are the applications of AI in domains such as text, image generation, industrial use and even video content.
- Hand-on usage of popular front-end AI tools like ChatGPT – Step-by-step guidance from registration to main functions.

Activity: Group activity & presentation

2:00pm - 3:45pm

Module 3: Prompting 101

- How to use AI the “right” way using the prompting techniques
- Uncovering the 6 prompting techniques of open, close, template, example-based, templates, fill-in-the-blanks, and information retrieval.
- Feeding it right: Get what you want through the right words and structure by training the model for the right output.

Activity: Group activity & presentation

3:45pm - 5:00pm

Module 4: Using AI for Work Ideation to Boost Productivity

- Tools and tips for brainstorming – Using ChatGPT and open models to generate ideas, concepts, and solutions.
- Creative problem-solving with AI – Participants will use real-world scenario issues and leverage AI to help solve them creatively.
- Incorporating solution-focused techniques: Developing innovative solutions with AI through ChatGPT using the right prompting methodology.

Activity: Group activity & presentation

Day 2

9:00am - 10:45am

Module 5: AI in Text Generation

- Exploring AI tools for faster and better text creation and editing.
- Utilizing AI tools like Grammarly and Hemmingway.
- Practical session on AI-driven text creation – Hands-on activity where participants will undertake past work and utilize newly learned AI technology for text production.

Activity: Group activity & presentation

10:45am - 1:00pm

Module 6: AI in Image Generation

- Image prompting 101: The magic of turning words into visuals – by turning text into image.
- Exploring AI tools for image generation and editing using copilot (Dall-e) and Night Cafe.
- Using Canva as an image manipulation tool and its layout features to create stunning visuals.
- Discovering prompting basics to build captivating images that will capture your audience.

Activity: Group activity & presentation

2:00pm - 3:45pm

Module 7: Utilizing AI for Video Creation

- Exploring platforms for AI-powered video creation like InVideo and CapCut
- Creating and developing AI-driven videos based on text prompts.
- Practical hands-on exploring various AI-driven video tools and platforms.

Activity: Group activity & presentation

3:45pm - 5:00pm

Module 8: The Great AI Challenge

- Using all newly learned knowledge, participants are tasked with a project.
- Mission: To work together, leveraging on all learned AI tools to complete the given mission.

Activity: Group activity & presentation

Meet **Mike Cheong**, an innovative **Business Communications and Marketing Trainer** dedicated to empowering individuals and organizations in the digital age. With a background in Mass Communication and a firm belief in community empowerment, Mike specializes in leveraging **communications, Artificial Intelligence (AI), psychology, branding, and digital platforms** to craft effective business communication and marketing strategies.



An **ex-Meta Lead Trainer (formerly Facebook)**, Mike brings invaluable industry insights and experience to his trainings. Professionally immersed in media-based businesses—including **copywriting, SEO, YouTube, and social media branding**—he stays at the forefront of digital marketing trends and tools.

Passionate about simplifying complex ideas, Mike transforms intricate concepts into **easy-to-understand**, actionable takeaways that professionals can implement immediately.

An adept strategic planner, Mike's approach stands out in today's fast-paced environment. Amid the rush for the latest trends, he emphasizes **strategic planning as a cornerstone skill**. Utilizing proven frameworks, he ensures every social media effort aligns seamlessly with overarching business objectives, delivering tangible results—from boosting ROI to enhancing customer engagement and driving meaningful website traffic.

He employs his **SPARK Strategy** to ensure maximum impact:

- Simplify: Break down complex concepts into easy-to-understand ideas.
- Personalize: Tailor learning to individual and team needs.
- Activate: Engage participants with interactive, gamified methods.
- Reinforce: Ensure lasting retention of skills and knowledge.
- Keep Growing: Encourage continuous development beyond training.

Mike's unique methodology blends **social dynamics, ethics, science, psychology, branding, and business principles** into practical strategies. As an **NLP and DISC-certified practitioner**, he incorporates **personality profiling** to enhance customer and audience understanding, enabling more effective communication and marketing strategies. His training often includes **team-building elements**, fostering collaboration and cohesion within organizations.

Not merely a passive observer of technological trends, Mike is an ardent advocate for the transformative potential of **Artificial Intelligence (AI)**, especially **Generative AI**. His unwavering belief in AI stems from its ability to revolutionize work productivity across diverse domains. Whether automating repetitive tasks, enhancing creative content generation, or optimizing decision-making processes, Mike sees AI as the catalyst for unlocking unprecedented efficiency and innovation. In a world where innovation is the currency of success, embracing Generative AI isn't just an option—it's a necessity.

His expertise spans a wide range of topics, including digital mindset development, AI for work productivity, Social Media marketing and analytics, content creation, copywriting, smartphone photography and videography, mobile video editing, and business communication skills like writing and note-taking.

He also provides **hard skill coaching to seniors and emergent communities**, helping small businesses devise tactical ideas to stay current with the digital economy, encourage inter-collaborations, and remain competitive globally amid new digital innovations.

OUR CLIENTS

AB Mauri	DKSH Malaysia	Luno	ResMed
ACSON Malaysia	Duopharma	Lexus	RHB Bank
AEON Credit	E.H. Utara Holdings	llaollao	RHB Insurance
Affin Holdings	Eastern Pacific Industrial Corporation	Maclean Services	RIA IME
Agensi Kaunseling & Pengurusan Kredit (AKPK)	Edaran Otomobil Nasional	Mah Sing Group	Ricoh
Agro Bank	Edaran Tan Chong Motor	Majlis Amanah Rakyat (MARA)	Robert Bosch
AHAM Asset Management	ELK Desa	Malakoff Utilities	Royal Selangor Marketing
AIA Group	ELKEN	Malaysia Airlines	Samsung Malaysia
Air Asia	Entegris	Malaysia Airports	Sanofi-Aventis
Airfoil Services	Envo BPO	Malaysian Life Reinsurance	Sarawak Energy
Air Liquide	Eppendorf	Malaysian Rubber Council	Sarawak Information Systems (SAINS)
Air Selangor	Etiqa Insurance	Malaysian Resources Corporation	Sarawak Metro
Ajinomoto	EXACT Malaysia	Mandarin Oriental Kuala Lumpur	Schlumberger
Al-Futtaim	Exxon Mobil Corporation	Manpower Staffing Services	Seagate
Al Rajhi Bank	F&N Dairies (Malaysia)	Manulife	Securiforce Logistics
Alam Flora	Felda Group	Mary Kay	Securities Industry Development Corporation
Alliance Bank	Fibertex Personal Care	Mass Rapid Transit Corporation	SEGi College
Allianz	FireFly	Maxis	Senheng Electric (KL)
Amanah Raya	FoodPanda Malaysia	Maybank Group	Shangri-La Hotels
Amanah Saham Nasional (ASNB)	Fuji Xerox Malaysia	Mazars	Shell
AmBank	Fujitsu Telecommunications	MBSB Bank	Siemens Group
Amcorp	Gamuda	MCS	Silverlake
AmGeneral Insurance	GCH Retail	MCMC	Sime Darby
Amway	General Electric	Measat Broadcast Network Systems	SME Bank
Apex Dental	Generali Insurance Malaysia	Media Prima	SME Corp
ASTRO	Gene Martino	Mercedes-Benz Malaysia	Sony EMCS
Atomy	Genting Malaysia	Merchantrade Asia	Sonoco Products
Auto Bavaria	Gleneagles Kuala Lumpur	Mesiniaga	SP Setia
Averis	Golden Screen Cinema	MIDA	SRG Asia Pacific
AXA Group	GRAB Malaysia	Microsoft	Standard Chartered Bank
B Braun Medical Industries	Grand-Flo	MIDF Property	Star Publication
Bacteria Free Water Filter	Grand Millennium Hotel	MIMOS	StemLife
Baker Hughes Malaysia	Great Eastern	MISC	Success Electronics
Bangkok Bank	Gucci (Malaysia)	MIT Insurance Brokers	Sudong (Singtel)
Bank Islam	GuocoLand	Mitsubishi Motors	Sumitomo Mitsui Banking Corporation
Bank Rakyat	Habib Jewels	MMC Corporation	Sunpower Malaysia Manufacturing
Bank Muamalat	Hai-O Enterprise	MNRB Holdings	Sunway Group
Bank Negara Malaysia	Halal Industry Development Corporation	Monash University	Suruhanjaya Syarikat Malaysia (SSM)
Bank of China	HAVI Logistics	Mr. D.I.Y	SWIFT Support Services Malaysia
Bank of Maldives	HealthMetrics	MSIG Insurance	Symphony BPO
Bank Simpanan Nasional	Heineken Malaysia	Mydin Mohamed Holdings	Takaful Ikhlas
BASF Petronas Chemicals	HeiTech Padu	MYOB Asia	Taylor's University
Bausch & Lomb	HELP University College	NAIM	Telecontinent
BBDO Asia	Hilti Asia IT Services	Nanyang Press	Tele-Flow
BD Agriculture	Hitachi eBworx	Naza TTDI	Telekom Malaysia
Berjaya Sampo Insurance	Honda Malaysia	NEC Corporations of Malaysia	TGV Cinemas
Bermaz Motor Trading	Honeywell	Nestle Products	The Food Purveyor
BigPay	Hong Leong Group	Nike Sales Malaysia	The Hilton Group
Blackhem	Hospital Pusrawi	Nirvana	The New Straits Times Press
BMW Group	HSBC Bank	Nistrans	TIME dotcom
Bonuslink	Hua Yang	Nokia	TMC Care
Boustead	Huawei Technologies	Northport	TNB
Bridgestone	IBM Malaysia	NS BlueScope	TNT Worldwide Express
British Council	IBPO Group	OCBC Bank	Tokio Marine Insurans
Brother International	iFast Service Centre	OMRON Malaysia	Top Glove
Bursa Malaysia	IJM Corporation	Pacific Mutual Fund	Toshiba
ByteDance (TikTok)	IKEA Malaysia	Panasonic	Touch 'n Go
Canon Marketing	Infineon Technologies	PayNet	Tourism Malaysia
Carlsberg	Inokom Corporation	PayPal	Toyota
CCM Pharmaceuticals	Institut Jantung Negara	Pembangunan Sumber Manusia (PSMB)	Toyota Capital
Celcom	Intel Malaysia	Penang Port	Toyota Tsusho
Cement Industries of Malaysia (CIMA)	International Medical University	Penang Skills Development Center (PSDC)	Toyo Tyre
Cerebos	International School of Kuala Lumpur (ISKL)	Perkeso	U Mobile
Chin Hin Group	INTI College	Pernec	UEM Group
Chuan Huat Resources	IOI Group Corporation	Perodua	UITM
Chubb Insurance	IPG Mediabrands	Petronas	UKM Group
CIDB	Iskandar Investment	Pfizer	UMW Group
Cigna International Health Services	Jobstreet Malaysia	Pharmaniaga	United Overseas Bank (UOB)
CIMB Bank	Johnson Controls	PHHP Marketing	UOA Group
Cisco Systems Malaysia	Johor Corporation	PLUS	VADS
Citibank Malaysia	Johor Port	Pokka Ace	Vale Malaysia
ClubMed	Jotun Paints	Polyplastic	ViewPoint Research Corporation
Columbia Asia	Juristech	Pos Malaysia	Volvo Malaysia
Continental Tyre PJ Malaysia	KDU College	PPG Coatings	Wasco Berhad
Credit Guarantee Corporation	Kementerian Kesihatan Malaysia	Prasarana	Waterco
CTOS Data System	Kementerian Pelajaran Malaysia	Primer Kenrich	Watsons Personal Care Store
Cuckoo	Kenanga Investment Bank	Prince Court Medical Centre	Weir Minerals
Cycle & Carriage	Kerry Ingredients	Prokhas	Western Digital
Daikin Refrigeration Malaysia	Khazanah Nasional	Prometric Technology	Wilmar
Danone Dumex	KLK Oleo Group	ProMinent Fluid Controls	WISE Payments
DayThree	KPJ Healthcare	ProtectHealth Corporation	Worldline
Dagang Net Technologies	KPMG Malaysia	Proton Holdings	X-FAB Sarawak
Decathlon Malaysia	Kumpulan Wang Persaraan (Kwap)	Prudential	Yeo Hiap Seng (Yeo's)
Dell Asia Pacific	Kumpulan Wang Simpanan Pekerja (KWSP)	PTPTN	YTL Corporation
Dhiraaghu Maldives	Kuwait Finance House	Public Bank	Zakat Selangor
DHL Group	Lee Kum Kee	QES Group	Zenith Media
Digi	Lembaga Hasil Dalam Negeri (LHDN)	QSR Brands	Zuellig Pharma
DRB-Hicom	Lembaga Tabung Angkatan Tentera (LTAT)	Reckitt Benckiser	Zurich Insurance

CAPACITY BUILDING

ATCEN provides hands-on capacity building services that assist companies in developing and optimizing their business processes. Our Capacity Building services are divided into three main categories: Organizational Strategy Enhancement, Enterprise Customer Experience and Contact & Customer Interaction Centre. By supporting you on these three categories and their intersection, we can help your company develop your organization's growth and capacity.

Amanah Raya Berhad

(Malaysia's premier trustee company wholly owned by the Government of Malaysia)
Service mindset and Delivery transformation for branches and Contact Centre.

Bank of China

Developed the service behaviours for front line staff in Malaysia and trained BOC Trainers from China on implementation.

Digi Telecommunications

(Mobile service provider in Malaysia)
Service Mindset and Transformation for Front Line and Contact Centre branding. Assist in the development of the SME Business Sales Division.

DHL Express

Process improvement and training development of Customer Interaction Centre.

Employees Provident Fund (KWSP)

(Malaysia's and one of the world's oldest provident funds)
Part of KWSP Transformation Implementation. Managed the People and Mindset Segments of the Project. Been involved since 2010 and ongoing.

interTouch

Improving the CX experience and Contact Centre process for global operations.

Maybank

(Malaysia's largest financial services group and the leading banking group in South East Asia)
Setting up of Maybank Group Contact Centre with Hewlett Packard as the Project Leader.

Bank Rakyat

Consulting, Training and Auditing their new Contact Centre setup.

CIMB

(Leading ASEAN universal bank and one of the region's foremost corporate advisors)
Front Line and Contact Centre transformation and roll out Regionally. This was delivered during CIMB group restructuring in 2006-2007.

Dell

Regional trainer for their global customer initiative

Etiqa

(Leading insurance and takaful business in ASEAN. It is part of the Malaysian banking group, Maybank)
Supported the re-branding of Maybank Ageas to ETIQA. Involved in Value and CX immersion of Branches and Contact Centre.

Hong Leong Bank

(Major public listed banking group in Malaysia)
Developed and Trained the Touch CX Spirit in HLB. Involved in numerous CX initiatives across several divisions and overall trained nearly 80% of their total staff-force.

Maxis

(Leading communications service provider in Malaysia)
Upskill and Develop the SME Division employees and partners. Includes digitalisation education of the various platforms as Maxis becomes a technology company. Been involved since 2016 and ongoing.

SP Setia Berhad

Developing and enhancing the CX and interaction process in HQ and Branches.

Enroll For Our *Practical English*

READ, LISTEN, VOCABULARY & GRAMMAR

Practical English is a digital learning platform with 420 content-rich lessons designed for the working adult.

Introductory price of
RM200 /user
for Practical English (112 days access) with every sign up of ATCEN's Public Course!

READ, LISTEN, VOCABULARY & GRAMMAR



For 112 days, using the automated competency diagnostic available on Practical English 7, each participant can learn English based on their individual ability from the 420 lessons available.

By completing self study lessons (online), participants can improve their reading, listening, vocabulary and grammar proficiency with our digital learning programs.

Choose this Innovative Learning Program

- All Blended Learning lessons materials (online and classroom) are developed by Reallyenglish.
- Grammar: 119 lessons, Listening: 150 lessons, Reading: 151 lessons. Total 420 lessons.
- Practical English adaptive algorithms customises learning for each learner.
- Continuous assessment in each lesson to measure learner progress.
- Weekly coaching email to motivate.
- Seamless user experience from desktops to mobile devices.
- Easy to determine ROI with completion of lessons that are graded.

Step 1: Complete Grammar, Reading & Listening diagnostic test.

Step 2: From the diagnostic test, the learning system algorithm recommends lessons based on competency level.

Step 3: Start your lessons for 17 weeks (112 days), with 420 graded lessons available.

Step 4: Complete 70 lessons in 112 days and print the Certificate of Completion.

