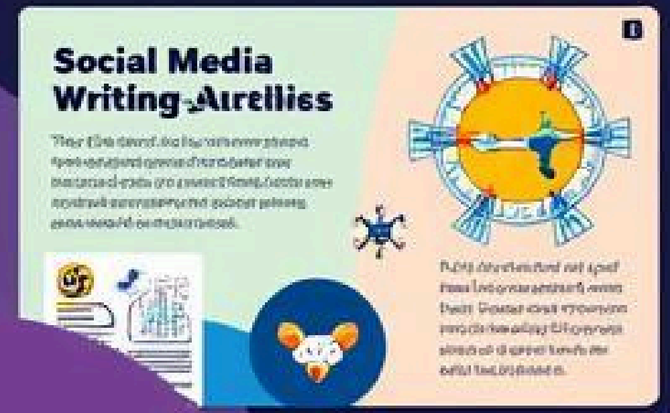
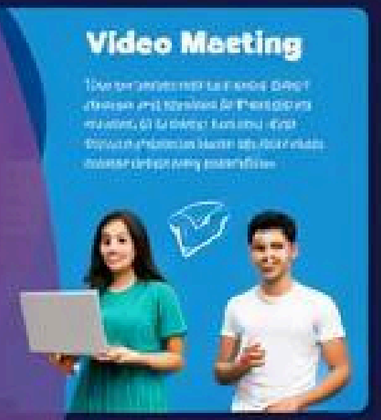
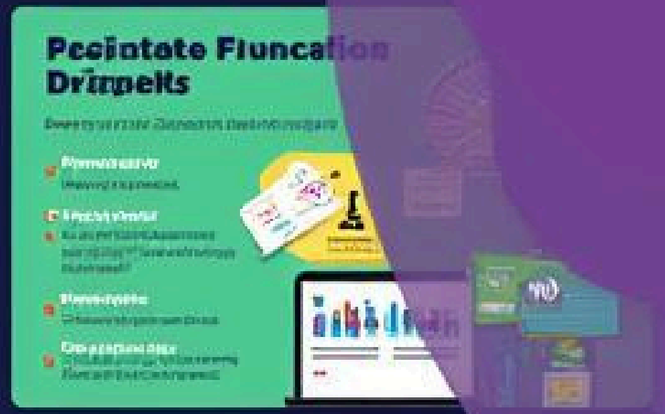
Practical Workshop

AI for Business Content

September 2025







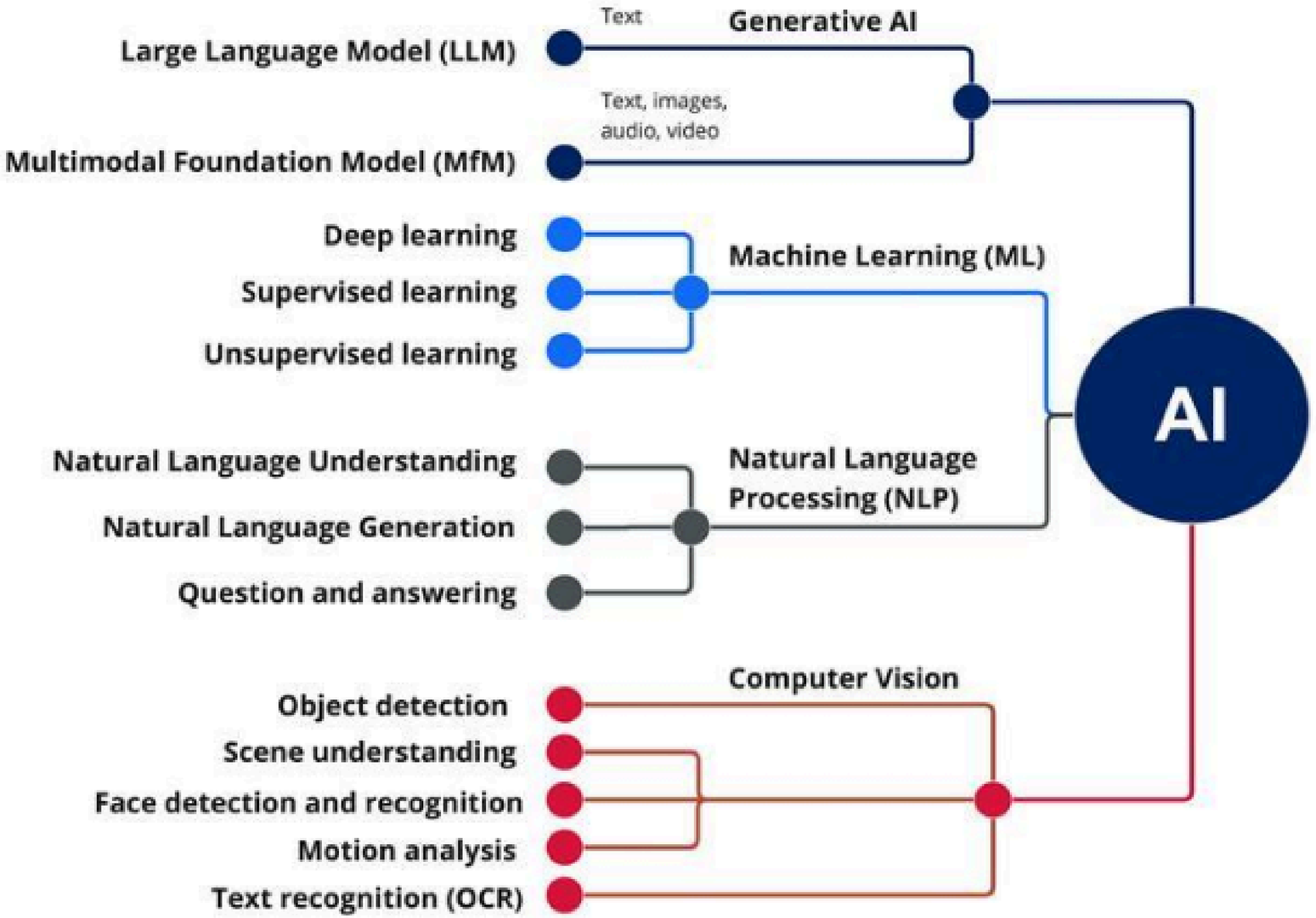
Workshop Goals

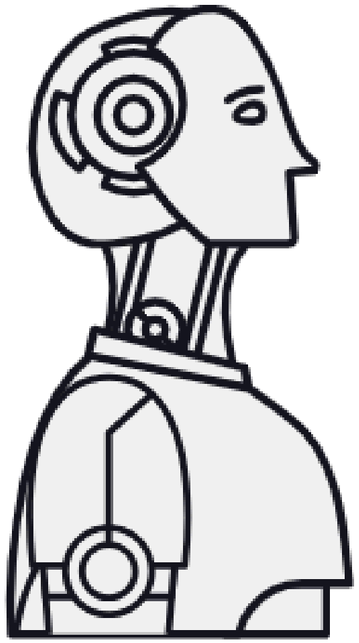
Understand AI tools

Create engaging content

Enhance marketing strategies

Improve operational efficiency


Large Language Model (LLM)
Text
Generative AI
Multimodal Foundation Model (MfM)
Text, images, audio, video
Deep learning
Supervised learning
Unsupervised learning
Machine Learning (ML)
Natural Language Understanding
Natural Language Generation
Question and answering
Natural Language Processing (NLP)
AI
Computer Vision
Object detection
Scene understanding
Face detection and recognition
Motion analysis
Text recognition (OCR)



Artificial Intelligence (AI) refers
to the simulation of human intelligence
in machines that are programmed
to think and learn like humans.

GENERATIVE AI

🤖 GenAI (Generative AI) is a type of artificial intelligence that creates new content 📝 based on what it has learned from existing content 📚.

When given a prompt, GenAI uses this statistical model to predict what an expected response might be- and this generates new content 🔄.

Artificial Intelligence (AI)
The field of computer science that seeks to create intelligent machines that can replicate or exceed human intelligence.

Machine learning
A subset of AI that incorporates aspects of computer science, mathematics, and coding. Focuses on developing algorithm and models that help machines learn from data and predict trends and behaviours, without human assistance.

Deep learning
A function of AI that imitates the human brain by learning from how it structures and processes information to make decisions. Instead of relying on an algorithm that can only perform one specific task, this subset of machine learning can learn from unstructured data without supervision.

Generative AI
Models of algorithms that create new output such as text, video, photo, code, data, statistics from huge amounts of data that they are training of.

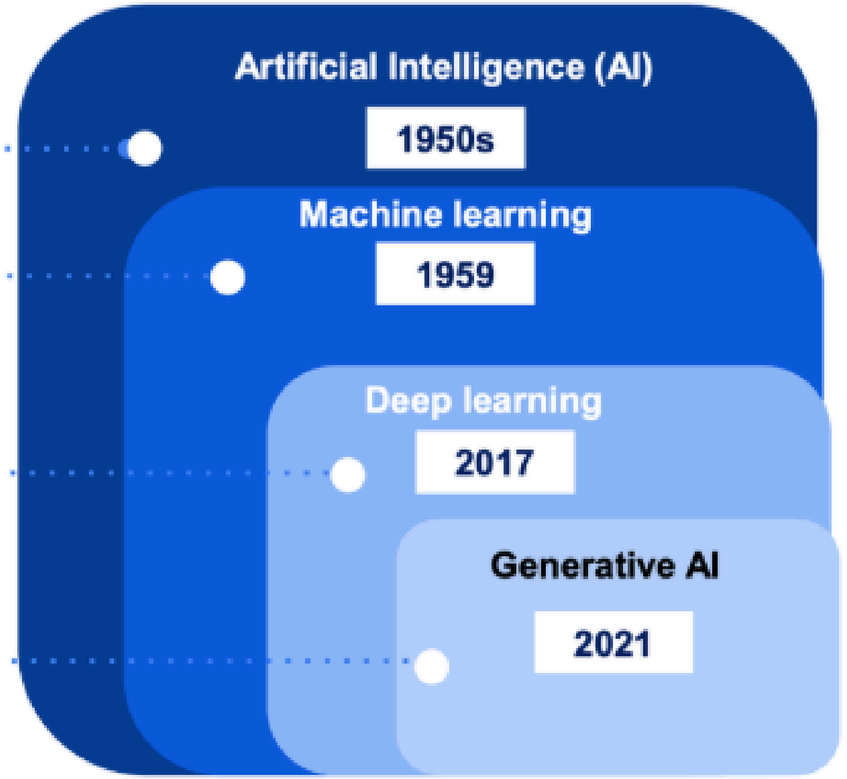
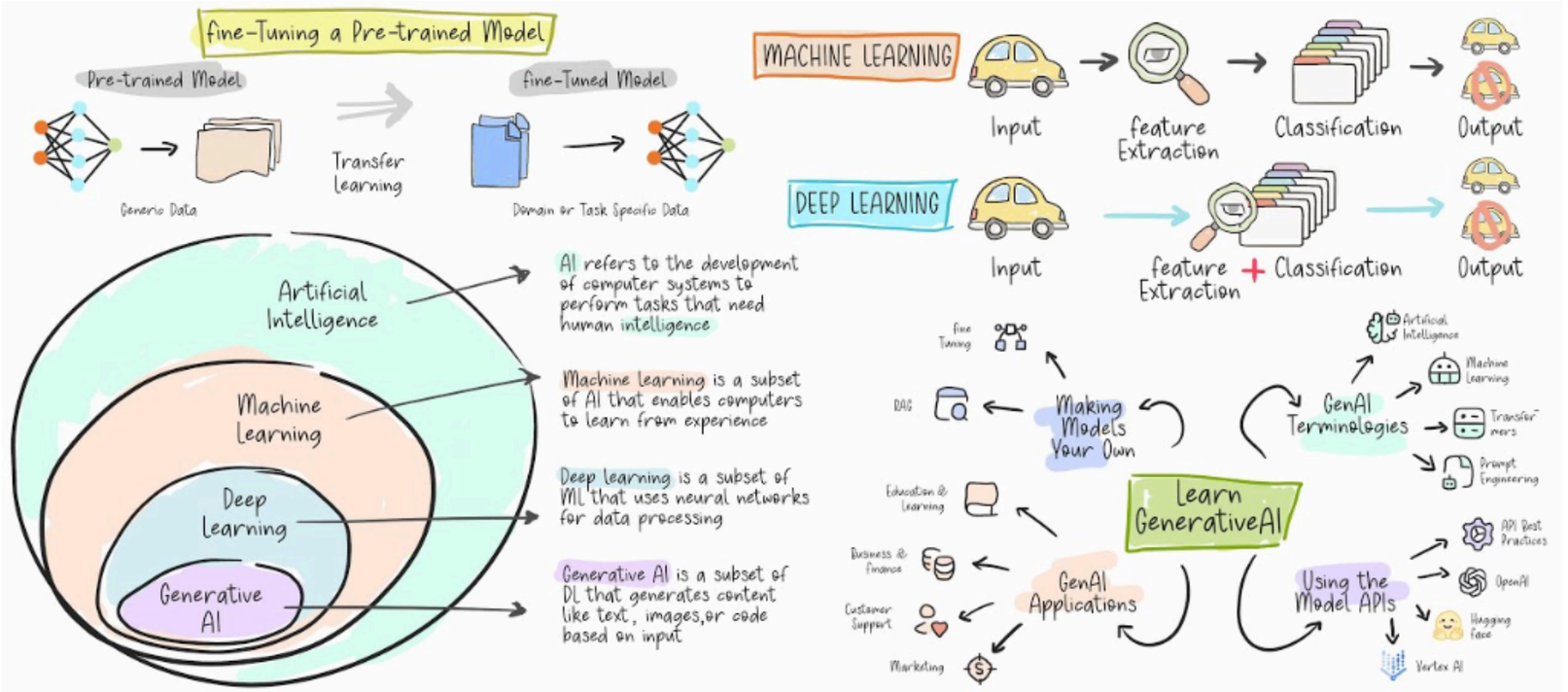


Figure 1: The evolution of AI technology


fine-Tuning a Pre-trained Model
Pre-trained Model
Generic Data
Transfer learning
fine-Tuned Model
Domain or Task Specific Data
MACHINE LEARNING
Input
feature Extraction
Classification
Output
DEEP LEARNING
Input
feature Extraction + Classification
Output
Artificial Intelligence
Machine Learning
Deep Learning
Generative AI
AI refers to the development of computer systems to perform tasks that need human intelligence
Machine learning is a subset of AI that enables computers to learn from experience
Deep learning is a subset of ML that uses neural networks for data processing
Generative AI is a subset of DL that generates content like text, images, or code based on input
Learn GenerativeAI
Making Models Your Own
fine Tuning
RAG
GenAI Applications
Education & Learning
Business & Finance
Customer Support
Marketing
GenAI Terminologies
Artificial Intelligence
Machine Learning
Transformers
Prompt Engineering
Using the Model APIs
API Best Practices
OpenAI
Hugging Face
Vertex AI

ChatGPT

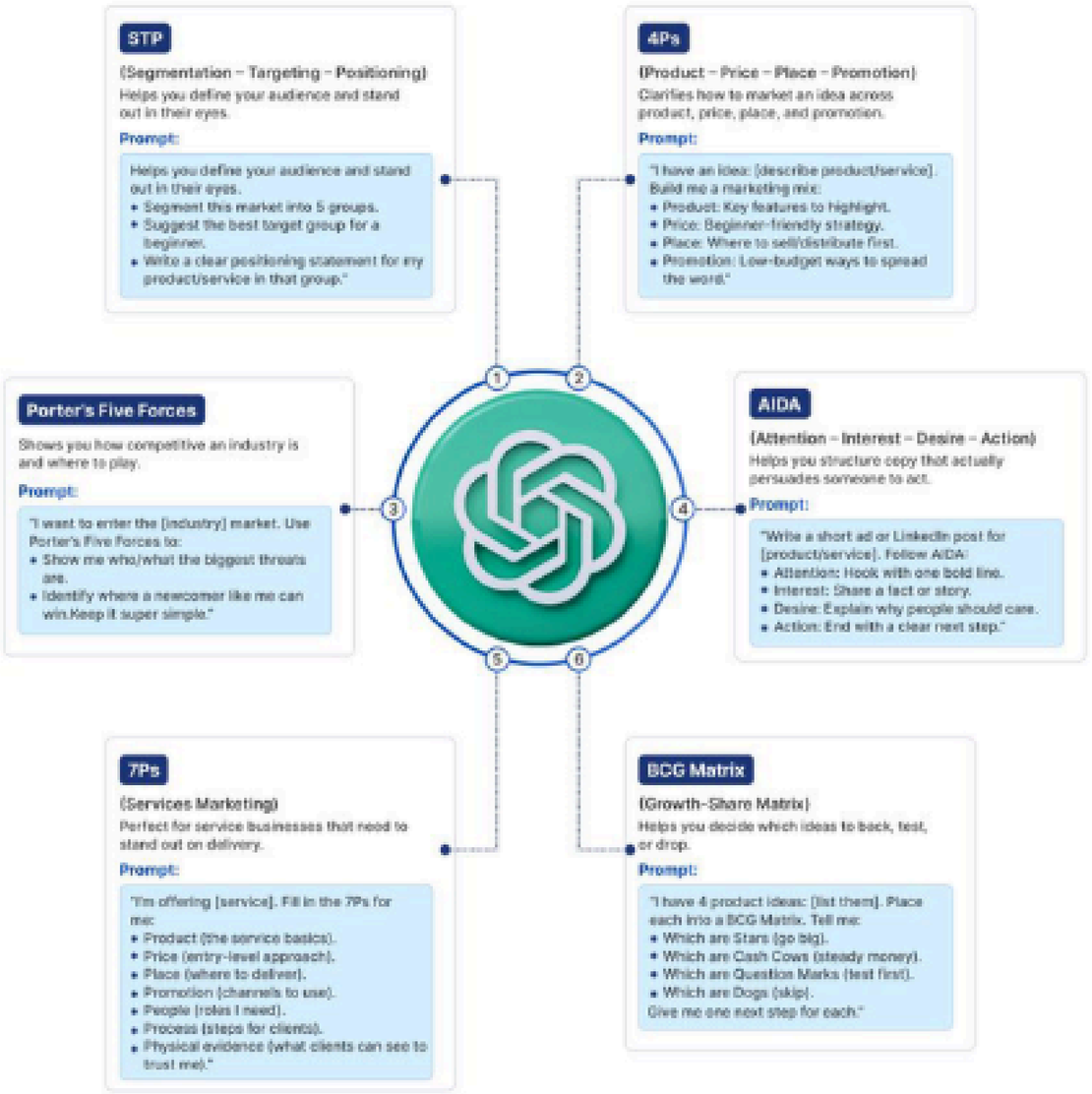
Claude

Gemini

perplexity

Copilot

6 AI Marketing Prompts



TEXT TO TEXT

TEXT TO CODE

TEXT TO SPEECH

TEXT TO IMAGE

TEXT TO VIDEO

- ✅ Setup
- ✅ Prompt
- ✅ Present
- ✅ Search
- ✅ Vision
- ✅ Canvas
- ✅ GPTS/Gems

The Anatomy of a Brutally Efficient ChatGPT Prompt

ACT AS {PERSONA}. PERFORM {TASK}
FOR {TARGET AUDIENCE} IN {OUTPUT FORMAT}.

Question

Text to Text

Social Media

- Engaging and concise messaging
- Tailored content for target audience
- Utilizes trending hashtags effectively
- Encourages audience interaction and feedback
- Promotes brand awareness and loyalty

Tools

- User-friendly AI writing assistants
- Content generation platforms available
- Analytics for performance tracking
- Collaboration tools for team input
- Templates for consistency and branding

Use Case

- Crafting posts for cafés or restaurants
- Promoting special offers in fashion
- Sharing tips in beauty and wellness
- Creating engaging stories for events

Example Prompt

- "Create a catchy post for our new coffee blend"

Source: Adapted from AI content strategies for small businesses.

Text to Images

Posters

Capture attention with vibrant visuals and engaging text

Ads

Drive conversions with strong calls-to-action and appealing designs

Promotions

Highlight special offers in a visually stunning format

Social Media

Shareable graphics that resonate with the target audience

Source: Practical AI tools for entrepreneurs in Malaysia

Images to Images

Editing

Enhance photo quality and clarity

Effects

Add filters and artistic touches

Resizing

Adjust dimensions for social media formats

Overlays

Combine images for unique compositions

Adapted from various marketing resources focused on visual content.

Transforming Text to Video

Engaging

Captivating visuals, compelling storytelling, emotional connection

Efficient

Quick content creation, streamlined processes, less time-consuming

Versatile

Suitable for social media, ads, various formats, diverse audiences

Affordable

Cost-effective tools, budget-friendly options, accessible for small businesses

Source: Content Marketing Institute, 2025 Research Report

Practical Workflow: Integrating AI Tools for Entrepreneurs

Discover how to combine various AI tools for **streamlined content creation** in your business.

30-Day Plan

Week 1	Week 2	Week 3	Week 4
Define target audience	Create social media posts	Develop video scripts	Analyze content performance
Research content ideas	Schedule posts with tools	Record and edit videos	Plan for next month

Get started with AI content creation today!

website

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