



This programme provides the latest insights into generative AI concepts, enabling employees to evolve and adapt to navigating the shift to the generative AI and AI agent world.

From understanding basic AI principles, its role, and limitations, to creatively using generative AI tools, participants will learn different ways to leverage various AI tools in their organisations to improve work quality, speed with efficiency.

This programme also teaches participants how to maximise their use of AI tools, AI workflow, and simple automation task to boost individual efficiency and productivity while reducing time costs.

Learning Outcomes

By the end of this program, participants will be able to:

- Understand the fundamental role of generative AI in the workplace, its benefits, and its limitations
- Types of AI tools in the market, the mindset and approach when using AI to boost your productivity and efficiency at work
- Prompt engineering strategies to enhance the output of your work, no matter which gen AI tools you use
- How to use gen AI tools creatively and effectively through their current AI features that are available
- Learn about AI images free tools at work

Course Requirement

- Stable Internet Connection
- Webcam and Earphones

Course Outline

Module 1: Introduction to AI in the Workplace

- Overview of the concept of AI vs human intelligence
- Types of AI, platform and custom solutions
- Mindset and approach when using generative AI tools
- What to expect when using AI, insights, and its limitations

Module 2: Enhance the usage of Gen AI Tools

- Explore the various features available in ChatGPT and Gemini
- How to utilise gen AI tools such as ChatGPT and Gemini creatively
- Use cases and their applications in various scenarios

Module 3: Creative Prompt Engineering 101

- Different methods of prompting for better responses
- Evolution of prompt engineering to context engineering
- Techniques for using AI as a brainstorming partner to generate ideas, titles, and concepts

Module 4: Exploration of AI Creativity at Work to boost Productivity

- Using AI for PowerPoint presentation
- Analysing and visualising data with AI tools
- Types of AI tools that are worth exploring (free and paid) and their use case

Module 5: Introduction to AI Agent

- Benefits of integrating AI agents at your workplace
- What is an AI agent, how does it work, and what can it do?
- Use case of an AI agent in helping make decisions at work
- The difference between Gen AI and an AI agent

Module 6: AI for Image Creation

- How to prompt for high-quality images that are ready to use
- Types of image prompting methods for non-designers
- Combining different tools in AI image creation and its limitations

Module 7: Implementing AI Solutions in your Organisation

- Sort, organise and decide which AI tools to explore
- How to use AI responsibly and what consumers are looking for
- Ethical consideration and mitigating risk when using AI

When & Where

20 & 21 Oct 2026
(Tues & Wed)
9.00 am to 5.00 pm

**Remote Online
Training - Zoom**

Who Should Attend

Marketing Professionals, Product Development Teams, Creative Professionals, Business Strategists, Customer Service Executives, or anyone seeking to gain knowledge about the latest developments in AI.

Training Investment

RM 1,500 per participant for 2 days (inclusive of Service Tax, Online Course Materials, E-Certificate of Attendance)

 **Group Promo: Save 15%**

Register min. 3 pax for **RM 1,275** per pax (Normal Rate: RM 1,500)

**HRD Corp Claimable
(SBL-Khas)**

Trainer's Profile

Alexander Ang

- CEO of Media Funnel Sdn Bhd (2020 – present)
- Executive Vice President – Digital Marketing (2015 – 2019)
- Certified Digital Marketing Professional, Digital Marketing Institute, UK. (2020)
- Certified PSMB Trainer, Malaysia (2013)
- Certified Neuro-Linguistic Programming (NLP) Practitioner, Coach and Timeline Therapy by American Board of NLP (2012)
- Bachelor of Environmental Science Management, University of Malaya (2008 – 2011)

Alexander Ang is the CEO of Media Funnel, certified HRD Corp accredited trainer with over 9 years of extensive digital marketing experience. He and his team have personally managed and launched over 400 Facebook and Google marketing campaigns, achieving over a million dollars in advertising spend and building over 300 landing pages, sales pages, websites, membership sites, and sales funnels.

They have also participated in numerous competitions every year, winning numerous awards including:

- Advertising & Marketing - Best Strategist Award (Year 2023)
- Agency Leader of the Year Award (Year 2022 – Finalist)
- Analytics Agency of the Year Award (Year 2022 – Finalist)
- Best NGO, Governmental Campaign (Year 2022 – Finalist)
- Best Client-Partner Relationship Award (Year 2023 –Finalist)

Previously, Alexander served as an Executive Vice President – Digital Marketing in Quest Corp Global Inc U.S. helping the company to grow digitally, where he managed and led five different departments including content marketing team, paid advertising team, media production team, customer experience and website development team.

Over the years, he has worked with more than 70 brands, alongside with other successful speakers and trainers in Malaysia, Singapore, and the U.S on various projects. From competitive analysis, strategic marketing consulting work, driving traffic, generating leads, and building funnels online, he and his team have helped

clients see results online within weeks. Alexander was also featured in events and invited to speak at conferences such as Asian Women Executives Conference, iProperty and PropertyGuru, DKSH, Abott Malaysia, Bio-Life and many more.

His digital marketing programme is also certified by PERKESO Malaysia, MDEC Malaysia, Digital Marketing Institute, and PENJANA Malaysia.

These are some of the companies who have attended Alexander Ang's Digital Marketing programme: ABX Express Malaysia, Solarvest Holding Berhad, DKSH Holdings Malaysia, Tokio Marine, Zurich Malaysia, Tune Talk Malaysia, KPJ Hospital, AA Pharmacy, Nirvana Malaysia, Poh Kong Malaysia, PTPTN Malaysia, Penyet Express Sdn Bhd, CleanPro Express Sdn Bhd, MoneyMatch Sdn Bhd, Skechers Malaysia, GHL Cardpay Sdn Bhd, Malaysian Institute for Debate and Public Speaking (MIDP), Toyo Tyres Asia, Traveloka, UCSI University, Affin Bank Berhad, The Malaysian Institute of Certified Public Accountants, Eversafe Extinguisher Sdn Bhd, PETROS Niaga Sdn Bhd and many more.

Testimonials

"Alex was very helpful as he did demonstrations and offered practical and hands-on learning experiences. This course has helped me enhance my knowledge in digital marketing and gave me a clearer picture of future strategy." – Soraya, MICPA Malaysia

"Mr. Alex taught the class clearly and all the materials are very easy to understand. It was comprehensive & he provided all the necessary information/ideas to kickstart. He is a passionate and very knowledgeable trainer." – Christy Tan, AA Pharmacy

"Mr. Alex consistently goes above and beyond by providing thoughtful and insightful solutions to every question or problem raised. His expertise and depth of knowledge in the subject matter enable him to analyze the situation effectively and offer practical and effective recommendations." – Thanis, KEX

[Register HERE](#)

[Other Programmes HERE](#)



Contact Us

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