

AI-POWERED PRODUCTIVITY & EFFICIENCY MASTERCLASS

Harnessing Generative AI for Business & Workforce Transformation

Generative AI is reshaping how organizations operate and enhancing efficiency, sharpening decision-making, and transforming communication. This hands-on masterclass equips professionals with practical strategies to integrate AI into everyday workflows, from drafting documents and analysing data to optimizing team collaboration and public engagement, all while upholding ethical, secure, and compliant practices.

Participants will explore leading AI tools including ChatGPT, Google Gemini, Perplexity AI, Qwen, DeepSeek, and Microsoft Copilot and learn to apply them across real-world business functions.



WHO SHOULD ATTEND

- Marketing & PR professionals
- HR and talent management teams
- Customer service leads
- Business owners and entrepreneurs
- Digital marketing beginners
- Recent graduates entering the workforce
- Anyone in business seeking to future-proof their skill set

No technical background required

LEARNING OUTCOMES

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

1. Enhance administrative efficiency through AI-powered document drafting, report generation, and workflow automation.
2. Make smarter, data-driven decisions using AI for market insights, trend analysis, and policy evaluation.
3. Elevate communication and engagement by generating professional content for internal and external audiences.
4. Optimize task and resource management with AI-assisted scheduling, email handling, and meeting summarization.
5. Implement AI responsibly, with awareness of data privacy, ethical use, and compliance (including GDPR considerations).



- April 6-7, 2026 | Kuching
- May 4-5, 2026 | Sibul
- July 14-15, 2026 | Miri
- August 3-4, 2026 | Bintulu

REGISTER NOW! < Scan QR code >

METHODOLOGY

- Instructor-Led Training (ILT)
- Hands-On Exercises
- Case Studies & Role-Playing
- Group Activities
- Q&A Sessions



MEET OUR TRAINER:
MS. K KAYATTHRI

Ms. Kayatthri is a digital marketing consultant, trainer, and AI tools expert with over 15 years of experience. She specialises in AI-powered digital marketing, social media strategies, and workplace productivity solutions, helping organisations adapt and grow in an evolving digital landscape. She has worked with leading brands across multiple industries.



WHY TRAIN WITH MRS?

- HRDC Claimable & ISO Certified
- Corporate & Government Trusted
- Practical & Business-focused
- Industry-Expert Trainers

Day 1: Foundations of Generative AI & Everyday Automation

Module 1: Understanding AI in Organizational Contexts

- Introduction to Artificial Intelligence, Machine Learning, and Generative AI
- Real-world impact of AI across departments
- Key limitations, risks, and ethical considerations
- Data sensitivity, privacy, and compliance (including responsible use of tools like ChatGPT)

Module 2: Mastering Prompt Engineering for Business Use

- What makes a strong prompt—and why it matters
- Core techniques:
 - Separating instructions from content
 - Contextual, emotional, and role-reversal prompting
 - Laddering and self-evaluative prompts
- The **CREATE Framework** for marketing and operational tasks
- Avoiding hallucinations and ensuring output reliability

Module 3: Automating Administrative Workflows

- AI for generating official letters, memos, reports, and SOPs
- Ensuring alignment with brand voice and document standards
- Automating Excel reports, dashboards, and data visualizations
- Turning raw data into executive summaries and charts
- AI-powered presentation creation: slides, structure, and speaker notes
- **Hands-on activities:** Draft a compliance-ready report, convert spreadsheet data into insights, and build a presentation using AI

Tools featured: Gamma, Julius AI, NoteBookLM, ChatGPT, Copilot

Day 2: Strategic Application & Responsible Scaling

Module 4: AI for Office Communication & Collaboration

- AI meeting assistants: transcription, summarization, and action-item extraction
- Automating email responses, inbox triage, and task reminders
- Multilingual support: translation, tone adjustment, and proofreading
- **Hands-on activity:** Transform a mock meeting recording into structured minutes with assigned tasks

Tools featured: Otter.ai, Notta, DeepSeek, Gemini, Copilot

Module 5: Enhancing Public Communication & Talent Operations

- Crafting press releases, newsletters, social posts, and announcements with AI
- Generating AI avatars, short videos, and brand-aligned visuals
- Using AI for resume screening and candidate matching—with fairness safeguards
- Creating and maintaining standardized internal workflows and SOPs
- **Hands-on activity:** Build a public-facing communication asset (e.g., social post + short explainer video)

Tools featured: HeyGen, Ideogram, InVideo, Napkin AI, ChatPDF

Module 6: AI for Strategic Insight & Leadership

- Rapid competitor and market analysis using AI research agents
- Summarizing lengthy reports, regulatory updates, or customer feedback
- Sentiment analysis on internal surveys or public comments
- Automating risk assessments and continuity planning documents
- Capstone exercise: Solve a realistic business challenge (e.g., "Launch a new service using only AI tools for research, comms, planning, and reporting")

Tools featured: Perplexity AI, Qwen, DeepSeek, ChatGPT Advanced Data Analysis



INVESTMENT FEE (Per Participant)

EARLY BIRD RATE (EBR)	NORMAL RATE (NR)	WALK-IN RATE (WR)
RM 2180	RM 2380	RM 2580
Registration received and paid one month before commencement of the course	Registration received and paid after the EBR closing date	Registration within 1 week before the program
CLOSING DATE OF REGISTRATION EBR: One month before commencement of the course NR: One week before commencement of the course		

*The fee is not yet inclusive of 8% SST

The Organiser reserves the right to make any amendments that are deemed necessary in the best interest of the workshop.

Please register me/us for the workshop on

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Do you intend to utilize HRDCorp Levy for this program? **Yes / No**

Upon submission of this form, I have read and accepted the terms & conditions of this registration

Participant 1

Name :

Position :

Contact :

Email :

Participant 2

Name :

Position :

Contact :

Email :

Participant 3

Name :

Position :

Contact :

Email :

Company :

Address :

Tel : Fax :

Nominating Person

Name :

Position :

Approving Person

Name :

Position :

Invoice Attention to :

Email :

TERMS & CONDITIONS:

- Fees are inclusive** of programme materials, refreshments, luncheons and certificate.
- Outstations participants** are advised to **call MRS before making any air-travels and hotel payments.** MRS shall not be liable for any loss or damage, costs or additional charges that may arise from the failure to confirm with us before making such arrangements.
- Payment, Confirmation & Admission**
 - An invoice shall be issued upon receipt of your registration form. Payment is required by the early bird rate closing date or other dates stated on the invoice, whichever is applicable. Full payment is expected prior to the commencement of the course. We reserve the right to refuse admission for registration that remains unpaid. A Letter of Undertaking may be acceptable with prior notice and consent.
 - If utilizing the **HRDCorp Claimable Course scheme** for this program, the **Normal Rate** will apply. For further details, please refer to the latest HRDCorp guidelines to ensure all requirements are met.
- Substitution/Replacement of Participants**
Substitutions are allowed at no extra charge provided MRS is notified in writing at least 5 working days prior to the course wherein any substitution proposed thereafter, MRS may reserve its right to disallow such proposal, and any substitution which may be accorded thereafter (if any), MRS reserves its right to add an additional charge thereto.
- Cancellation of Participants**

For Paid Registrations	For Unpaid Registrations
<ul style="list-style-type: none"> • 30 days before course: Full refund or transferable • 14 days before course: Refund minus 15% admin fee or transferable • Less than 14 days before course: No refund but transferable • No show: No refund and not transferable 	<ul style="list-style-type: none"> • 30 days before course: No applicable admin fee • 14 days before course: 15% admin fee chargeable • Less than 14 days before course: Full fees chargeable and transferable • No show: Full fees chargeable and not transferable

***Transferable** - to a similar or different course with the necessary top up fee should the course transferred to, is of a higher value

6. Postponement

While all care shall be taken to carry on the course as scheduled, there may be circumstances that may deem it necessary for MRS to postpone or merge with another similar course. In such instance, participants hereby indemnify and holds MRS harmless from any cost incurred. Payment received will not be refunded but can be credited to MRS's other courses.

7. Permanent Cancellation

In the event of a permanent cancellation by MRS of a course and provided the event is not postponed to a later date or merged with another course, a full refund shall be made for paid registrations and no applicable admin fee for unpaid registrations. Participants hereby indemnify and holds MRS harmless from any cost incurred.

8. Participants have read and consent to MRS processing the **registration data** in accordance with the Personal Data Protection Notice posted on www.trainingprovider.org. As such, they have discharged their responsibility of ensuring the information provided herein is the most up-to-date information as possible.

MRS MANAGEMENT SDN BHD (275222-P)

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