ONLINE MARKETING ACADEMY

Optisage Technology

AI for Office & Workplace

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SME 100 Awards
FAST MOVING COMPANIES®

Course Overview

Step into the practical world of workplace AI and discover how intelligent tools can simplify daily tasks, improve productivity, and enhance the way your team works. AI for Office & Workplace is designed to equip professionals with practical AI skills that can be applied across administration, project management, communication, reporting, marketing, and business operations.

Throughout this hands-on course, you'll explore how AI tools such as ChatGPT, Claude, Gemini Notebook, Gemini, Manus AI, Canva AI, and Gamma can work together to manage information, automate repetitive tasks, create professional content, analyse data, and support better decision-making.

You'll gain practical experience in building AI-powered workflows, creating customised AI assistants, transforming complex information into useful outputs, and using AI to improve workplace communication and documentation. By the end of the course, you'll have a clearer understanding of how to apply AI confidently, responsibly, and effectively in your day-to-day work.

Course Content

» Module 1
The Intelligent Knowledge Base (Gemini Notebook & Claude)

Focus: Managing complex project data and deep analysis.

- **Gemini Notebook:** Uploading project blueprints, contract clauses, and planning permits to create a secure, private AI reference source for real-time Q&A.
- **Claude:** Utilising long-context windows to synthesise legal documents, cross-reference architectural requirements, and draft structured reports with high-level reasoning.

» Module 3
Personalised AI Workflow Mastery (ChatGPT)

Focus: Consistency and professional tone.

- **Custom Instructions:** Configuring ChatGPT to understand the firm's specific project lifecycle, tone of voice, and formal reporting standards.
- **Task Automation:** Developing custom prompts for drafting emails to contractors, creating project status updates, and summarising site meeting minutes.

» Module 2
Visual Communication & Presentations (Gamma)

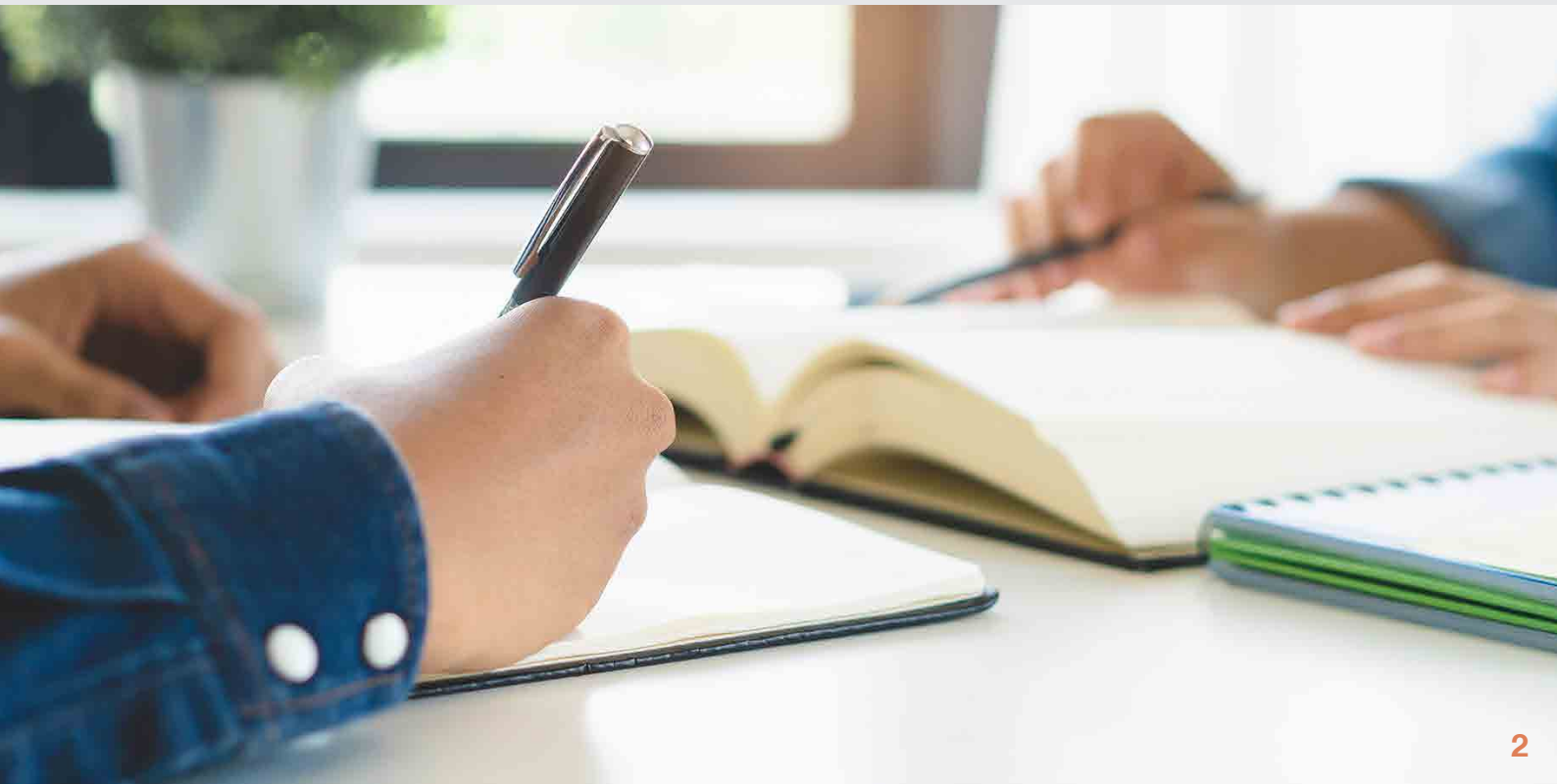
Focus: Professional output for stakeholders.

- **Design Automation:** Transforming raw project feasibility data or meeting notes into high-quality pitch decks, site analysis reports, or sales brochures.
- **Brand Alignment:** Setting up templates to ensure all AI-generated assets strictly adhere to corporate branding guidelines.

» Module 4
Future-Proofing with Integrated AI (Gemini for Google Workspace)

Focus: Seamless operational integration.

- **Workflow Automation:** Using Gemini within Google Workspace to draft email responses, organise calendar events, and generate actionable items from recorded Google Meet sessions.
- **Data Synthesis:** Leveraging Gemini in Sheets to analyse sales performance trends or project budget variances instantly.



» Module 5
Autonomous Content & Workflow Execution (Manus AI)

Focus: Bridging the gap between intent and action.

- **Agentic Workflows:** Introduction to using Manus AI to automate multi-step tasks, such as researching site locations and compiling them into a structured report without constant manual intervention.
- **Execution vs. Chatting:** Moving beyond simple prompts to setting up "agentic" tasks—executing entire projects (e.g., creating a competitor analysis dashboard or project tracker) from start to finish.

» Module 7
Collaborative Intelligence (Google Meet & Audio Overviews)

Focus: Running smarter meetings and capturing actionable insights.

- **Meeting Intelligence:** Leveraging Gemini in Google Meet to provide real-time summaries, extract action items, and create structured meeting notes automatically.
- **Audio Synthesis:** Transforming complex project meeting transcripts into "Audio Overviews" to keep stakeholders updated on the go.

» Bonus
AI Strategy for Workplace - Using Claude by Anthropic

Transform the Way Your Team Works with AI — Practically, Strategically, and Immediately

- Practical AI adoption for C Suite Executive & Managers on how AI can improve productivity, communication, planning, reporting, and decision-making in the workplace
- AI Strategy & Action Plan
- Understand what AI assistants can and cannot do
- Use Claude effectively for workplace tasks
- Apply AI in communication, planning, reporting, and brainstorming
- Build AI workflow to improve work efficiency

» Module 6
High-Impact Visuals & Brand Consistency (Canva AI)

Focus: Professional-grade marketing assets.

- **AI-Enhanced Design:** Utilising Canva's "Magic Studio" tools to generate social media posts for property listings, edit professional photography, and scale creative assets across multiple formats.
- **Brand Kit Automation:** Using AI to ensure every visual asset (banners, brochures, digital flyers) maintains the firm's specific branding and colour palette.

» Module 8
Custom AI Assistants & Rapid Prototyping (Gems & Canvas)

Focus: Bespoke business tools.

- **Gemini Gems:** Creating custom "Gems" for your firm—e.g., a "Property Sales Assistant" or "Contract Reviewer"—that follow specific logic, tone, and business constraints every time.
- **Rapid Prototyping (Canvas):** Using Gemini Canvas to quickly generate interactive elements like customer feedback forms, basic project trackers, or visual infographics that can be shared with the team.

Course Summary

This intensive two-day course delivers practical, hands-on experience in using AI to transform everyday workplace tasks. Through real-world examples and guided activities, participants will learn how to move beyond basic AI prompting and apply a range of AI tools to real business situations.

From analysing project documents and creating presentations to automating workflows, managing meetings, developing visual content, and building customised AI assistants, the course focuses on practical applications that can be implemented immediately.

Designed for professionals, executives, managers, and business teams, this course provides a structured approach to adopting AI at work, helping participants work more efficiently, communicate more effectively, and make better use of their time and information.

Course Objectives

- Understand how AI tools can be applied to improve workplace productivity and efficiency.
- Use AI to manage, analyse, summarise, and organise complex workplace information.
- Create professional documents, presentations, reports, and visual content more efficiently.
- Develop practical AI workflows for communication, documentation, research, and reporting.
- Apply AI tools to automate repetitive tasks and support multi-step workplace processes.
- Build customised AI assistants and workflows suited to specific business requirements.
- Use AI strategically to improve planning, collaboration, decision-making, and workplace performance.

Course Learning Outcomes

1. Use AI tools to organise, analyse, and extract insights from complex workplace information and documents.
2. Create professional presentations, reports, visual content, and business materials using AI-powered tools.
3. Develop customised ChatGPT workflows for emails, reports, meeting minutes, project updates, and other recurring tasks.
4. Apply Gemini and Google Workspace AI to improve email, meetings, calendars, spreadsheets, and workplace collaboration.
5. Use agentic AI tools to research, execute, and complete multi-step workplace tasks with less manual intervention.
6. Create and adapt branded marketing and communication materials using Canva AI.
7. Capture meeting discussions, generate summaries, and convert information into clear action items.

8. Build customised AI assistants and simple workplace tools tailored to specific business needs.

9. Apply AI strategically to improve productivity, communication, planning, reporting, and decision-making.

10. Identify practical opportunities to integrate AI into existing workplace workflows and processes.

Testimonials

I truly enjoyed the online training workshop. The facilitor was knowledgeable and engaging and the materials provided were very helpful. I especially appreciated the practical example and interaction discussion. Looking forward to more sessions like this in the future.

Lai Fooi Fong
Kuala Lumpur

Really enjoyed the class! The speaker was clear, friendly, and made the content easy to follow. Everything was well-organized and smooth. Overall, it was a great experience.

Teh Yi Xiu
T.K.K Chee Seng (Jitra) Sdn Bhd

I would like to thank the trainers for sharing their knowledge on the application and operational skills of AI in marketing and business. This course has been engaging, filled with surprises, and has equipped me with new skills.

Kelvin Lok Kerk Tee
Genting Property Sdn Bhd

I attended this course via Zoom. Overall, the training experience was great. Trainer was kept the presentation more lifestyle with examples that were applicable to what we faced in daily lives. He was able to answer my questions asked and very helpful.

Lim Chai Chin
Big Grain Capital Sdn Bhd

My company has enrolled me in one of their courses, and I'm impressed with the quality of the training. The materials were comprehensive, the trainer was knowledgeable, and the content delivered was solid and well-structured, Which is actually helping me in improving business knowledge. I would highly recommend this academy to anyone who is looking to upskill their career.

Ch'ng Shee Kei
VMM Holdings Sdn Bhd

Thank you Mr Martin for the training session, he is well delivered his knowledge and making the training interesting, overall quite enjoy this lesson and know more about prompt for AI. Maybe can have more question on classpoint, excited to answer it.

Jong Siaw Tsui
Pansar Company Sdn Bhd

Certified Trainer

Johnson Lai

HRD Corp Accredited Trainer

Johnson Lai is a pioneer in the digital marketing landscape, holding the distinction of being one of the first few Facebook Certified Lead Trainers in Malaysia and the first to achieve this prestigious badge in Johor Bahru. With a rare combination of MBA-level strategic thinking and deep-in-the-trenches technical execution, Johnson doesn't just teach theory, he delivers actionable, ROI-focused frameworks that empower businesses to dominate their digital space.

Martin Tan

HRD Corp Accredited Trainer

Martin Tan brings a multidisciplinary approach to digital marketing, combining his expertise in AI, data optimisation, visual design, publication, and persuasive copywriting. His training goes beyond campaign management, helping students create compelling marketing assets, develop strong brand voices, and integrate creative storytelling with performance-driven strategies to engage audiences and improve conversions.

Course Duration:
2 Days

Time:
9:30am - 5:30pm

Course Fee:
RM12,800 + 8% SST
*up to 10 pax

Delivery Method:
Face-to-Face or Online (Zoom)

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