

**OMMTECH**  
DIGITAL MARKETING ACADEMY

Proudly presents  
training on

## **UNLOCKING HR SUPERPOWERS: MASTER AI TOOLS & TRANSFORM YOUR WORKFORCE**

**Duration: 2 Days**  
**Time: 9.00am – 5.00pm**  
**Training Programme No.:10001367722**

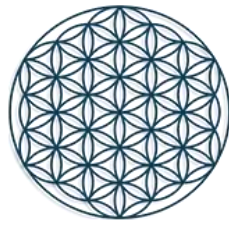
***Certificate of attendance will be awarded for those who complete the course.***

### **INTRODUCTION:**

Elevate your HR practices with cutting-edge AI technology! Join us for a tailored 2-day training module designed for HR professionals who want to harness the full potential of ChatGPT, DALL-E, and explore additional innovative AI tools. Discover how AI can streamline processes, enhance employee engagement, and revolutionize the way you manage HR functions, all while maintaining privacy and adhering to governance standards.

Ommtech Digital Marketing Academy Sdn. Bhd.  
B-11-17, I-Sovo, Persiaran Multimedia,  
I-City, Seksyen 7, 40000 Shah Alam, Selangor.

Email: [sales@ommtech.com.my](mailto:sales@ommtech.com.my)  
Contact Person: Ms. Anis Syahirah  
Tel: 016-202 4852



## **PROGRAMME BENEFITS:**

- Gain a deep understanding of ChatGPT and DALL-E applications in HR management
- Develop expertise in crafting effective prompts and persuasive content for HR communication
- Learn advanced techniques for recruiting, onboarding, and employee engagement with ChatGPT
- Enhance employer branding and attract passive candidates using AI-generated content
- Explore innovative AI tools that add value to HR processes, including DALL-E
- Understand the importance of privacy policy and governance in AI-driven HR
- Combine text and visuals for compelling management presentations
- Explore multi-channel campaigns on platforms like LinkedIn, Facebook, and Instagram
- Discover new AI tools that can complement ChatGPT, DALL-E, and uphold privacy and governance standards for HR functions

## **METHODOLOGY**

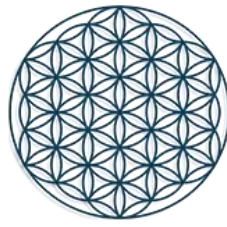
- Interactive Lectures
- Hands-on Activities
- Collaborative Learning
- Expert Guidance
- Post-Training Support

## **AUDIENCE:**

- HR Managers and Executives
- Recruitment Specialists
- Employee Engagement Professionals
- Training and Development Managers
- Talent Acquisition Teams

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## KEY CONTENT

### DAY 1

Time : 9.00am – 5.00pm

Break : 10.15am – 10.30am / 3.15pm – 3.30pm

Lunch: 1.00pm – 2.00pm

### MODULE 1: INTRODUCTION TO CHATGPT IN HR

- Overview of ChatGPT and its capabilities in HR management

Learning Outcome: Understand the relevance of ChatGPT in crafting effective HR communication.

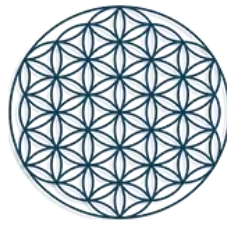
### MODULE 2: HR, RECRUITMENT & ENGAGEMENT WITH CHATGPT

- Writing Persuasive Job Descriptions and Internal Communication with ChatGPT
- Optimizing for remote roles with AI
- Crafting persuasive content for social media to enhance employer branding

Learning Outcome: Acquire skills to leverage ChatGPT for recruitment and engagement.

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### **MODULE 3: EMPLOYEE ENGAGEMENT & INTERNAL COMMUNICATIONS WITH CHATGPT**

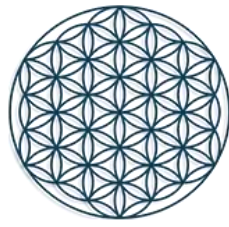
- Leveraging ChatGPT for monitoring and engaging employee engagement
- Enhancing onboarding campaigns with AI-generated content
- Driving HR functions and campaigns efficiently with AI, including internal communications

Learning Outcome: Master techniques for using ChatGPT in employee engagement, onboarding, and crafting effective internal communications.

### **MODULE 4: DOCUMENT MANAGEMENT WITH CHATGPT**

- Generating HR documents such as policies, handbooks, and procedural documents with ChatGPT
- Summarizing and organizing information effectively for streamlined document management
- Overcoming challenges in document creation and organization using AI

Learning Outcome: Acquire skills to leverage ChatGPT for the efficient generation, summarization, and organization of HR documents.



**DAY 2**

**Time : 9.00am – 5.00pm**

**Break : 10.15am – 10.30am / 3.15pm – 3.30pm**

**Lunch: 1.00pm – 2.00pm**

**MODULE 5: DALL-E IN HR: VISUALIZING HR CONTENT**

- Overview of DALL-E and its applications in HR
- Crafting effective prompts for DALL-E in HR scenarios
- Exploring DALL-E editing techniques for visual HR content

Learning Outcome: Understand how DALL-E can enhance HR content with visuals.

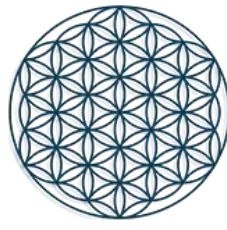
**MODULE 6: PRIVACY POLICY AND GOVERNANCE IN AI-DRIVEN HR**

- Importance of privacy policy and governance in AI applications
- Ensuring compliance with data protection standards
- Addressing ethical considerations in HR AI implementations

Learning Outcome: Understand the critical role of privacy policy and governance in AI-driven HR and how to maintain ethical practices.

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## **MODULE 7: MULTI-CHANNEL CAMPAIGNS AND EMPLOYER BRANDING**

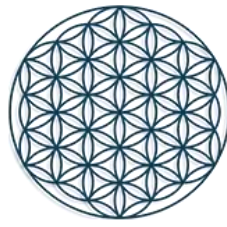
- Understanding the Landscape of Multi-Channel Campaigns
- Optimizing Campaigns on Traditional Social Media Platforms
- Exploring Niche Job Portals and Platforms
- Overcoming Industry-Specific Challenges

Learning Outcome: Participants will master the strategic design and implementation of multi-channel campaigns, optimizing employer branding. This encompasses understanding the expansive campaign landscape, refining strategies for traditional social media, exploring niche job portals, and addressing industry-specific challenges.

## **MODULE 8: AI-ENHANCED PERFORMANCE REVIEWS WITH CHATGPT**

- Crafting feedback templates using ChatGPT for constructive and personalized reviews
- Generating performance review summaries efficiently with AI assistance
- Developing improvement plans based on AI-generated insights and recommendations

Learning Outcome: Acquire skills to leverage ChatGPT for enhancing the performance review process, from crafting feedback to generating summaries and developing improvement plans.



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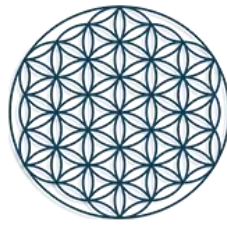
## **MODULE 9: DATA ANALYSIS AND REPORTING WITH CHATGPT IN HR**

- Analyzing HR data using ChatGPT for valuable insights
- Generating reports on HR metrics with AI assistance
- Identifying trends and insights through AI-driven data analysis

Learning Outcome: Acquire skills to leverage ChatGPT for effective data analysis and reporting in HR, enabling the identification of trends and insights.

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### **TRAINER'S PROFILE – YATHAVAN NADARAJAN**

Yathavan Nadarajan is a distinguished social media strategist, digital marketing professional, and HRD Corp-certified trainer with over 15 years of hands-on experience. Holding a BSc (Hons) in Software Engineering, Yathavan has established himself as a sought-after speaker, known for his expertise in crafting and implementing effective digital marketing strategies.

#### **Training Expertise:**

Yathavan is the founder of Ommtech Digital Marketing Academy, an HRD Corp-approved training provider, where he leads a talented team dedicated to amplifying business capabilities through innovative AI-infused digital marketing strategies.

#### **Professional Journey:**

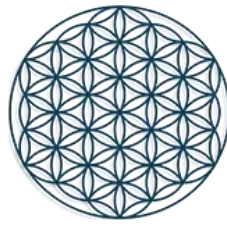
Yathavan's journey in the industry began as a Multimedia Executive at Traxmedia Sdn Bhd, where he was involved in multimedia content creation and e-learning application development. In 2008, he founded Ommtech Solutions, evolving into Ommtech Digital Marketing Academy in 2018. His extensive industry experience includes:

- Multimedia content creation for corporate companies.
- Providing multimedia training to corporate & government sectors in Adobe applications & website designing.

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**Certifications and Accolades:**

Yathavan holds a BSc (Hons) in Computer Science with a major in Information Engineering. He is an HRD Corp-accredited trainer and has achieved certifications from renowned bodies like HRD Corp and Google:

- Certification Title: Train the Trainer (HRD Corp)
- Certification Title: Google Ads Fundamentals (Google)

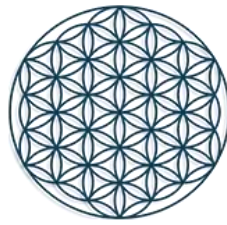
**Digital Marketing & E-commerce Consultancy:**

Currently, Yathavan provides consultancy services in digital marketing and e-commerce, actively contributing to the growth of SME clients. His proficiency extends across English, Bahasa Malaysia, and Tamil.

Yathavan Nadarajan is dedicated to driving businesses towards the frontier of digital innovation, ensuring they are well-equipped to achieve ground breaking success.

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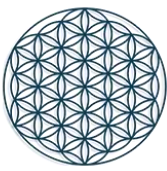
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# REGISTRATION FORM

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Email address : [sales@ommtech.com.my](mailto:sales@ommtech.com.my)

Email Registration Form to: [sales@ommtech.com.my](mailto:sales@ommtech.com.my)

### PARTICIPANT'S DETAILS

1.	Full Name	
	Designation	
	Email Address	
	Phone Number	
2.	Full Name	
	Designation	
	Email Address	
	Phone Number	
3.	Full Name	
	Designation	
	Email Address	
	Phone Number	
4.	Full Name	
	Designation	
	Email Address	
	Phone Number	

### ORGANIZATION DETAILS

<b>Organization Name</b>	
<b>Organization Address</b>	
<b>Email Address</b>	
<b>Telephone Number</b>	
<b>Fax</b>	
<b>Contact Person</b>	

Organization  
Signature