



Generative AI

13 - 15 July 2026

Thailand

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Discover the power of Generative AI and how it is reshaping the future of work, creativity, and automation. This practical course introduces professionals to the core concepts, tools, and applications of Generative AI—from language models to image generation and business automation. Participants will explore how this transformative technology can enhance productivity, support innovation, and unlock new capabilities in everyday workflows. The program also promotes ethical AI awareness and responsible usage in real-world scenarios.

Overview

Generative AI is rapidly becoming a core skill for professionals in both technical and non-technical roles. From marketing to finance, operations to design, Generative AI is enabling smarter content creation, decision-making, and automation. This course gives professionals a solid foundation in the use and impact of Generative AI, covering essential tools and real-world use cases.

On completion of the course, you will be able to:

- Understand how generative AI works, including concepts like deep learning, neural networks, and large language models (LLMs)
- Use popular tools such as ChatGPT, DALL·E, and other AI-based content generators in daily tasks
- Apply Generative AI responsibly in your professional environment, with awareness of limitations, biases, and ethical concerns

Who should attend

This course is designed for professionals across industries who want to leverage Generative AI in their work. It is especially relevant for:

- Staff in Marketing, Communications, Operations, HR, and Customer Experience
- Team Leads, Project Managers, and Innovation Officers
- Anyone interested in applying Generative AI for content creation, ideation, or business automation

Methodology

The course follows a hands-on, use-case-driven approach. Sessions will include real-time tool demonstrations, individual and group activities, and structured walkthroughs of key concepts. Participants will explore how to build AI prompts, analyze outputs, and integrate AI into their workflows. Interactive discussions will encourage practical thinking and innovation. Participants are encouraged to bring laptops for hands-on exploration of AI tools.

Trainer

This course is delivered by an experienced AI practitioner with deep expertise in machine learning, data science, and business innovation. The trainer has guided professionals across sectors in using AI tools for content creation, automation, and strategic planning. With a focus on simplicity and real-world application, the trainer ensures participants leave confident and ready to use Generative AI in their professional roles.

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Course Content

Module – 1

Generative AI Essentials for Beginners.

- Introduction to Generative AI and its evolution from rule-based to generative models
- Key concepts: data-driven creativity, learning patterns, content generation
- Use cases simplified: image creation, writing tools, music, code generation
- How it differs from traditional AI (e.g., automation vs. creativity)

Module – 2

Generative AI in Action – Text, Audio, and Visual Creation.

- Hands-on with text-based tools: ChatGPT, GrammarlyGO, AI rewriters
- Audio tools: Lumen5, Mubert, ElevenLabs – music, podcasts, and voice
- Visual design platforms: Canva AI, DALL·E, Adobe Firefly
- Responsible content creation: avoiding plagiarism and misuse

Module – 3

From Prompt to Product – How Generative AI Actually Works.

- How prompts and context shape outputs
- Introduction to neural networks, LLMs, transformers, and GANs (non-technical explanation)
- The role of large datasets and training in output quality
- Examples: generating a story, image, or code snippet from a single input

Module – 4

Building with Generative AI – Projects for Beginners.

- Creating a short story using GPT-based models with different prompts
- Developing an AI chatbot with pre-built APIs (OpenAI, Hugging Face)
- Using AI for basic code review and bug fixes
- How to embed generative AI into a simple website or app

Module – 5

Ethics, Security, and Legal Basics in Generative AI.

- Deepfake risks, misinformation, and disinformation
- Copyright issues and content originality
- Security concerns: prompt injection, data misuse
- Best practices for ethical and responsible use

Module – 6

Looking Ahead – Careers, Tools, and Trends in Generative AI.

- What's next: multimodal AI (text + image + audio), real-time AI assistants
- Introduction to GPT-4o and upcoming AI models
- In-demand skills: prompt engineering, AI literacy, human-AI collaboration
- Career paths: AI content creator, AI product manager, ethical AI researcher
- Resources for continuous learning: MOOCs, communities, hands-on platforms

