

Certification in Leveraging the Power of Generative AI in Learning and Development



15 & 22 April 2026 (Wednesday)
9:30am – 5:30pm
CPD Hours: 14



English &
Cantonese

**Enrol
NOW**



This intensive, hands-on certification program is designed for L&D professionals to master the practical, ethical, and strategic integration of Generative AI (GenAI) into their instructional design, delivery, and measurement practices. The program moves beyond basic tool usage to focus on optimizing the entire learning journey—from content acceleration and hyper-personalized delivery to advanced measurement techniques linking learning outcomes to organizational KPIs.

Participants will gain technical competence in leveraging GenAI across various modalities (e.g., synchronous workshops, virtual coaching) while establishing robust governance frameworks necessary for responsible AI adoption.

Learning Outcomes

- **Design and Produce Content** using GenAI to accelerate instructional velocity, generate diverse learning formats, and localize materials efficiently
- **Implement Hyper-Personalisation** strategies by leveraging GenAI to analyze learner data and dynamically adjust learning content and pathways based on individual needs and performance gaps
- **Integrate GenAI across the Learning Journey**, specifically applying conversational AI for skills practice, coaching, and enhancing engagement in synchronous and asynchronous modalities
- **Establish Ethical and Strategic Governance** by identifying risks associated with bias, hallucinations, and data privacy, and implementing "Human-in-the-Loop" processes and prompt engineering best practices
- **Measure and Evaluate Training Effectiveness** by utilizing AI analytics to track learning progress, identify skill gaps, and connect learning outcomes (L3/L4) to key business metrics.



Mr Andrew Ma

Leadership Facilitator
Master Coach

Ms Molly Pui

Consultant
Facilitator & Executive Coach



HKIHRM

Units 1810-15, 18/F, Millennium City
2, 378 Kwun Tong Road, Kwun Tong,
Kowloon
(3-minute walk from Ngau Tau Kok MTR
station exit A)



Price

Early Bird offer

[Only if enrolment &
payment are received
by 13 March 2026]*

Member

HK\$9,900

HK\$8,500

New Member

HK\$11,145

HK\$9,745



Award of Certificate

A participant who has

1. maintained a minimum of **90%** attendance of total training hours;
2. Pass grade in the assessment will be awarded a **"Certification in Leveraging the Power of Generative AI in Learning and Development"**.



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