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# SMART RETAILING CONFERENCE

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Organizer  
 HKRMA

Co-organizers  
SHOPLINE

REVERSE THINKING BUILD YOUR BRANDING ZTOA

HI@TANGKENNY.COM



KENNY TANG

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# ABOUT KENNY

**AI SPECIALIST**



**MSC INFORMATION TECHNOLOGY (WARWICK)**  
**MSC MARKETING (POLYU)**  
**MSC STATISTICS (HKCU)**



BRAND OFFICE  
HONGKONG  
CAMBODIA  
UK



ZTOA CEO  
PRIVIL CO-FOUNDER  
CITYUSCOPE LECTURER

# MY TEACHING FLOW

## SPEAKER

AMWAY / TOYZEROPLUS — KOL BUSINESS TRAINING  
HKGCC (香港總商會) — CEO AS KOL  
SHUEYAN UNIVERSITY — CEO AS KOL  
THE CHINESE UNIVERSITY OF HONG KONG — BUSINESS ESTABLISHING  
HKPC — SOCIAL MEDIA & FACEBOOK MARKETING  
CITY UNIVERSITY OF HONG KONG — MARKETING TREND  
HONG KONG BAPTIST UNIVERSITY — EVENT MANAGEMENT

## LECTURER

CITYSCOPE ERB — KOL CERTIFICATE IN ONLINE BUSINESS  
VTC — DIGITAL MARKETING AND KOL COURSE  
CITYSCOPE — KOL & DIGITAL MARKETING CERTIFICATE

## SEMINAR SPEAKER

CITY UNIVERSITY OF HONG KONG — ONLINE & FACEBOOK MARKETING  
THE CHINESE UNIVERSITY OF HONG KONG — BUSINESS ESTABLISHING  
HONG KONG PRODUCTIVITY COUNCIL — FACEBOOK MARKETING  
HONG KONG BAPTIST UNIVERSITY — EVENT MANAGEMENT



香港  
總商會  
KOLCEO

# AI TRAINING AFRICA 7 DAY FROM 0-1

**“GAMBIAN CHILDREN EARNING THEIR FIRST \$10 USD—NOT IN MONTHS, BUT DAYS—THROUGH AI.”**

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## AI EMPOWERMENT IN THE GAMBIA

- ZERO TO HERO: KIDS WITH ZERO EDUCATION EARN FIRST \$10 IN DAYS
- AI-POWERED LEARNING: SIMPLE AI APPS TEACH FREELANCE SKILLS INSTANTLY
- SPEED TO INCOME: NO LONG TRAINING—EARN VIA CONTENT & MICRO-TASKS NOW
- EMPOWERMENT MULTIPLIER: ONE CHILD'S WIN INSPIRES FAMILY & VILLAGE



# FROM AI TRAINING → AMBASSADORS → OPERATIONAL EXCELLENCE

## SANDS CHINA'S 3-MONTH TRANSFORMATION

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### SANDS CHINA AI UPSKILLING PROPOSAL

- FOCUS GROUP PILOT: COMPLETE HUAWEI AI FOUNDATION + ZTOA ASSESSMENT FOR QUICK WINS
- AMBASSADOR TRAINING: MASTER PEER LEARNING, ROLE COACHING, & DEPARTMENT-SPECIFIC AI APPLICATIONS
- SCALE & EXECUTE: DRIVE ON-SITE PROJECTS & WORKFLOW OPTIMIZATION
- SELF-SUSTAINING OUTCOME: IN-HOUSE AI TEAM ENABLES CONTINUOUS IMPROVEMENT ACROSS ALL SANDS PROPERTIES



# BRANDS I'VE WORKED WITH



Evercell





「2024全港高小學生校園欺凌調查」發佈會

WEBMASTER | 11/09/2024



### 2024 高小學生校園欺凌調查

Survey announcement:  
On-campus Bullying Findings for Upper Primary Students



# MEDIA I'VE SPOKEN WITH

