



Straits Interactive Launches Conversational AI and Prompt Techniques Course in Collaboration with SMU Academy

Joint efforts aimed at establishing professional competencies in Prompt Engineering for SMEs and non-technical AI business professionals, with a hands-on component utilising the innovative Capabara AI Assistant

Singapore, 5 October 2023 — Straits Interactive, a pioneer in data protection and governance solutions, is thrilled to announce the launch of the ***Conversational AI and Prompt Techniques*** course in partnership with SMU Academy.

This two-day hands-on course, an integral component of the joint Advanced Certificate in Generative AI, Ethics, and Data Protection*, marks a significant stride in equipping non-technical business professionals with the skills to harness the potential of Conversational AI effectively. Alongside this educational initiative, Straits Interactive introduces the groundbreaking Capabara AI Assistant, which will be used in the hands-on component of the class, is designed to empower users in creating their own prompts and custom AI applications for in-house use. This initiative ushers in a new era of professional competency in Prompt Engineering, benefiting SMEs and the wider AI business landscape in Singapore.

Capabara Assistant: Empowering Business Professionals to Design Custom AI Apps

The Capabara Assistant, a flagship feature of the Capabara Capability-as-a-Service platform, provides a suite of AI productivity tools accessible to all departments within an organisation. It transcends off-the-shelf solutions by enabling staff to craft their own prompts and design Gen AI tools tailored to their specific requirements. Furthermore, it facilitates the development of customised workflow activities, leveraging AI to optimise productivity and efficiency across diverse operational domains.

Conversational AI and Prompt Techniques Course: Empowering the AI Business Professional

The ***Conversational AI and Prompt Techniques*** course is an integral part of the Advanced Certificate in Generative AI, Ethics and Data Protection, which comprises six comprehensive modules. Participants will gain a profound understanding of prompt engineering techniques, enabling them to create conversational prompts that enhance user engagement and deliver high-quality responses with precision. The course empowers professionals to seamlessly integrate conversational AI tools into their business processes, resulting in heightened productivity and efficiency. Moreover, it underscores the ethical considerations of

employing conversational AI and the significance of responsible AI use. A distinctive feature of this course is its hands-on approach, incorporating the innovative Capabara AI Assistant for practical learning experiences.

"With Generative AI and large language models (LLM), AI is no longer the exclusive domain of data scientists or programmers. We are witnessing the emergence of a new breed, the AI Business Professional, armed with the knowledge and competencies needed to create value, exercise due diligence, and ethically and responsibly implement generative AI applications within their organisations," stated Kevin Shepherdson, CEO of Straits Interactive. "To truly unlock the potential of AI, mastering the art of prompt engineering is imperative. This new course, complemented by our Capabara AI Assistant designed for custom AI app creation, addresses this essential need."

For additional details or to enrol in the ***Conversational AI and Prompt Techniques*** course, please visit <https://bit.ly/SMUConAIPT>

*Please see Generative AI Capability Roadmap below

About Straits Interactive

Straits Interactive delivers sustainable data governance solutions that help organizations create trust in today's data-driven world. As trusted advisors to SMEs, MNCs, and data protection authorities in the region, we provide comprehensive competency, consulting, and capability roadmaps in data protection and governance. We partner with top universities in the region and international certification bodies to offer advanced diplomas, degrees, and certification courses. Today, we offer our own line of software, digital content, and more than 40 courses covering data protection, data governance, and Generative AI.

Our Capabara capability-as-a-service platform, combined with our hands-on advisory services and 40+ training courses, helps organizations develop, manage, and govern their digitalization and innovation objectives. In 2023, ten years after its founding, Straits Interactive was honored as one of the top ten "Outstanding and Promising Startups" at the inaugural Action Community for Entrepreneurship (ACE) Startup Awards, an unprecedented national accolade celebrating exceptional startups in Singapore.

For Media Inquiries, Please Contact:

Straits Interactive

Angela Schooling

Marketing & Communications Director

Telephone: +65 9822 2625

Email: angela@straitsinteractive.com

Clearstory International

Rebecca Lee

Senior Director

ClearStory International

Telephone: [+353 \(0\) 1 961 0048](tel:+353019610048)

Email: rebecca@clearstoryinternational.com

Generative AI Capability Roadmap

