

Information, Communications and Technology Interest Group webinar:
Getting the most from AI - The craft of prompt writing
(Programme code: EWEB25031101)



As a result of the fast-paced evolution of technology, many of us now use artificial intelligence (AI) powered solutions in our everyday work lives. These applications promise to enhance productivity and streamline tasks, but how can we truly maximize their potential?

In this webinar, the speaker will share her insights and experience of using AI in the accounting and audit industry, and discuss the craft of writing effective prompts. Learn key techniques for formulating clear, concise, and contextually relevant prompts that drive accurate and insightful responses from AI systems, as well as discover how to tailor your prompts to various AI applications, from chatbots to content generation, and explore real-world examples that highlight best practices and provide inspiration for when to consider AI.

Whether you are a beginner or an experienced user, this presentation will provide valuable tips, tricks and guidance to enhance your interactions with AI, making your workflows more efficient and productive. Transform your approach to AI and harness its capabilities like never before!

Speaker	Ms. Sarah Butler Head of Product – APAC & Global Solutions Lead – AiDA, Caseware Asia Pacific
Date & Time	Tuesday, 11 March 2025 1:00 – 2:00 p.m.
Format	Live webinar (There will be real time Q&A)
Language	English
Fee	\$160 (HKICPA member or student or IA) / \$360 (non HKICPA member)
CPD hour	1 hour
Competency*	Information technology
Sub-competency*	Technology-related upgrades and implementations
Rating*	Foundation to intermediate level
Enrolment Deadline	10 March 2025 (online) / 7 March 2025 (offline)
Registration	Enrol online or complete the enrolment form and return it with full payment by the enrolment deadline. Enrolment will be accepted on a first-come-first-served basis. An email will be sent to you to confirm your registration. You can access the webinar by tablet, smart phone or PC.

* Details of [Competency and Rating](#) information

About the Speaker



Ms. Sarah Butler
Head of Product – APAC & Global Solution Lead – AiDA
Caseware Asia Pacific

After seven years in audit and account executive roles at PwC in Melbourne, Sarah joined Caseware in 2009. Over the years, she has become extensively involved in customer support and the development of software solutions for Asia Pacific audit customers. She is now the Head of Product at Caseware APAC and the Global Solutions Lead for AiDA, Caseware's AI digital assistant.

Sarah is committed to understanding the needs of auditors and accountants in their practice and is strategically positioned to understand how technology can positively impact and empower the audit industry.



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**Finance & Operations Department,
 Hong Kong Institute of CPAs**

37th Floor, Wu Chung House,
 213 Queen's Road East, Hong Kong

11 March 2025

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Notes:

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- The Institute reserves the right to change the venue, date, speaker, or to cancel the event due to unforeseen circumstances.
- No unauthorized audio or video recording is allowed for the seminar.

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