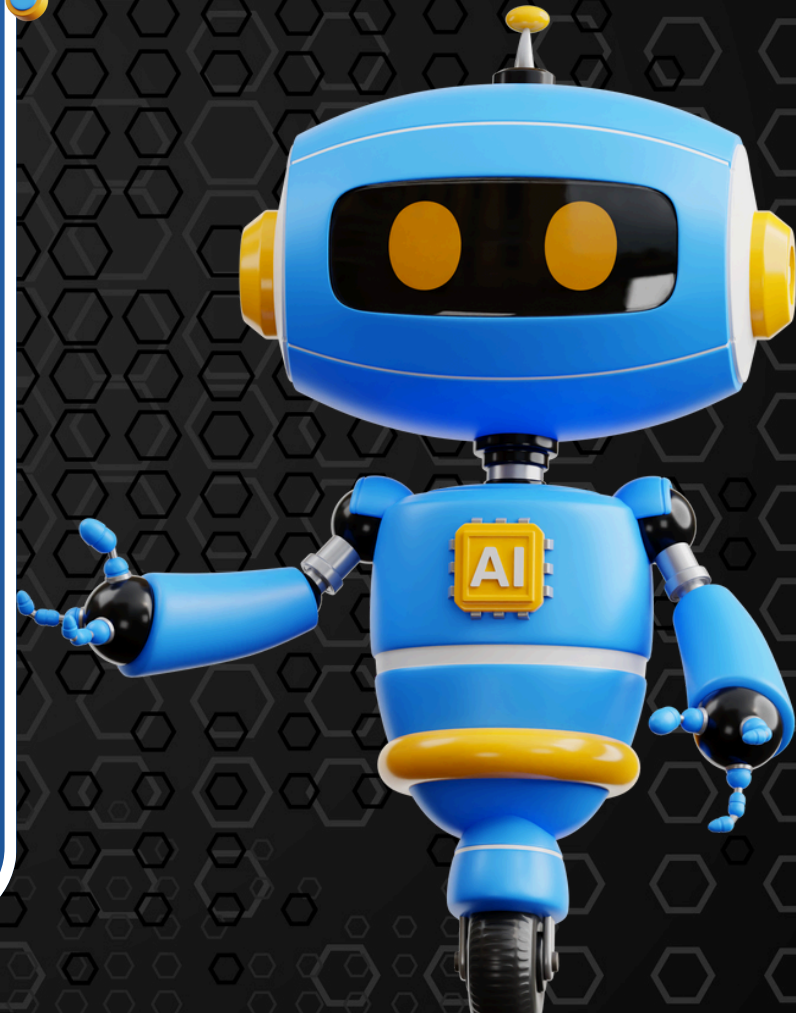
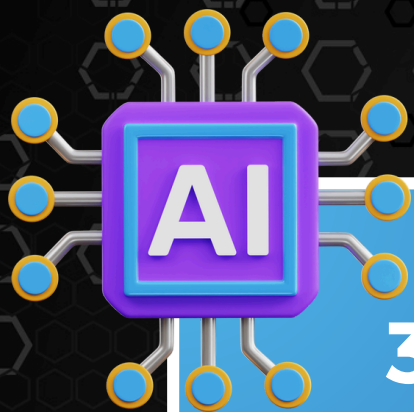


GenAI in newsrooms: Microsoft solutions, best practices & gamification options

Interactive workshop at the Global News Forum
19 July 2024

Assel Mussagaliyeva-Tang
Founder, EDUTech Future





3-hour session

- Introduction to genAI and use cases 01
- Microsoft's innovation: Copilot 02
- Gamification in newsrooms 03
- Addressing disinformation 04
- Tools and use cases for newsrooms 05
- Future ready skills 06
- Our programs & masterclasses 07
- Conclusion and feedback 08





Early adopter at Microsoft (2021-2023)

GenAI teaching and use cases in edtech, K-12 and higher education; healthcare, journalism, and public sector (2022 - present)

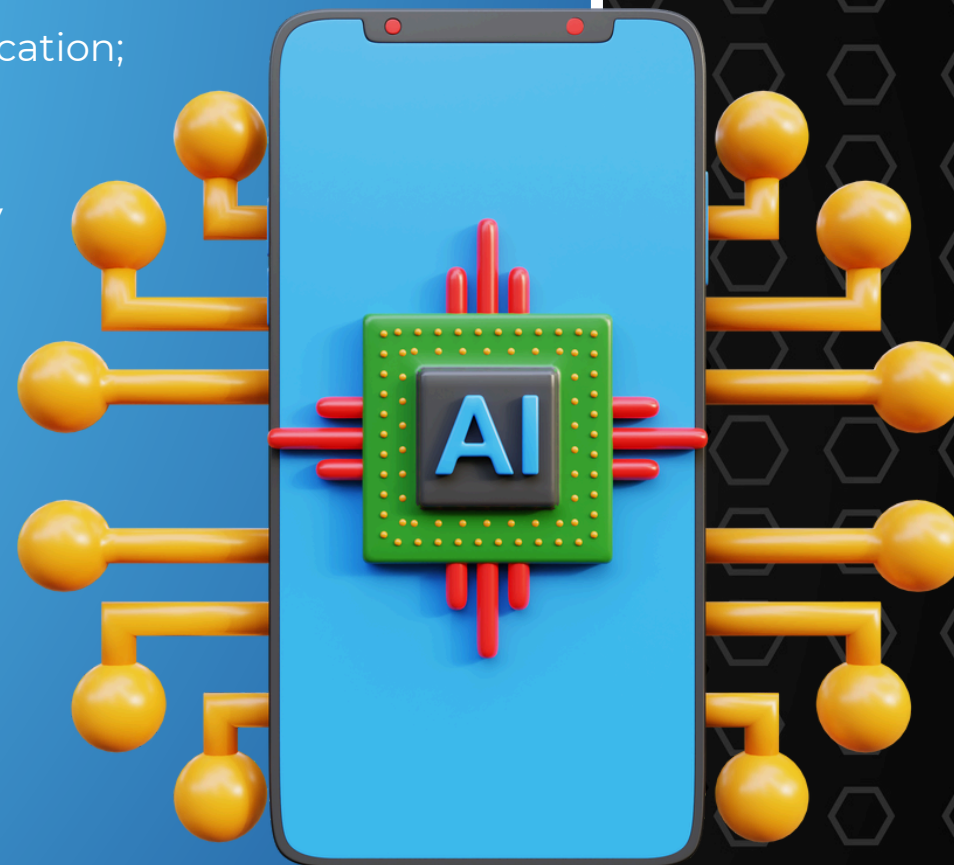
Contributed to UNESCO APAC GenAI and Education Strategy

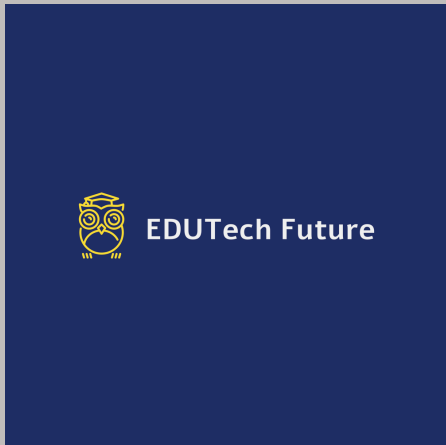
GenAI and Future Skills

We are the first startup in Singapore and APAC to use **genAI & gamified learning for inclusion** and **personalisation** in instructional design, teaching, engagement, and employability success metrics.

We are the only Microsoft GTP in Singapore to focus on adult learning, and bespoke curriculum design and teaching.

AI

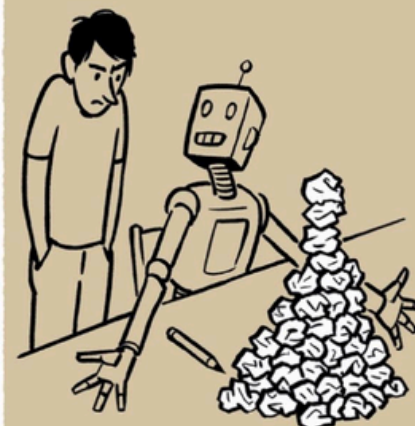
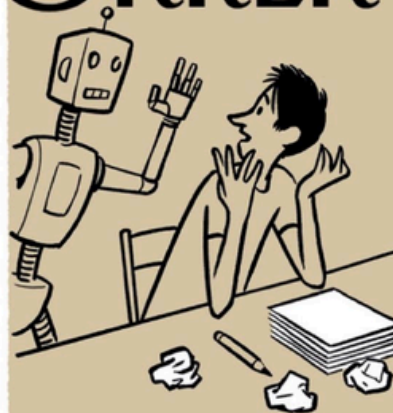




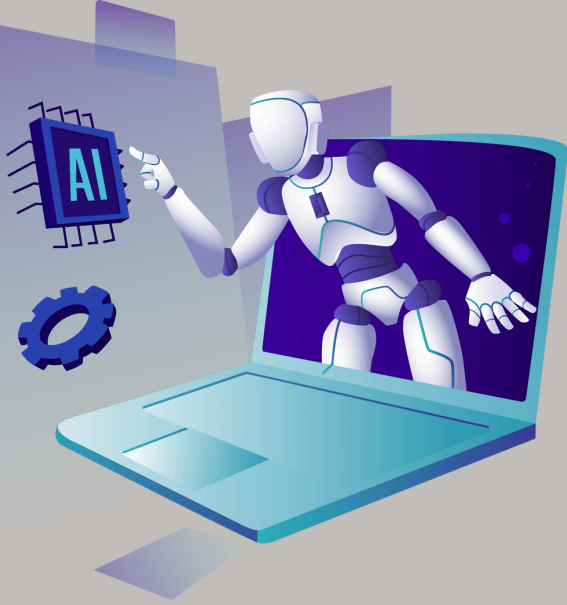
PRICE \$8.99

THE NEW YORKER

NOV. 20, 2023



CN23

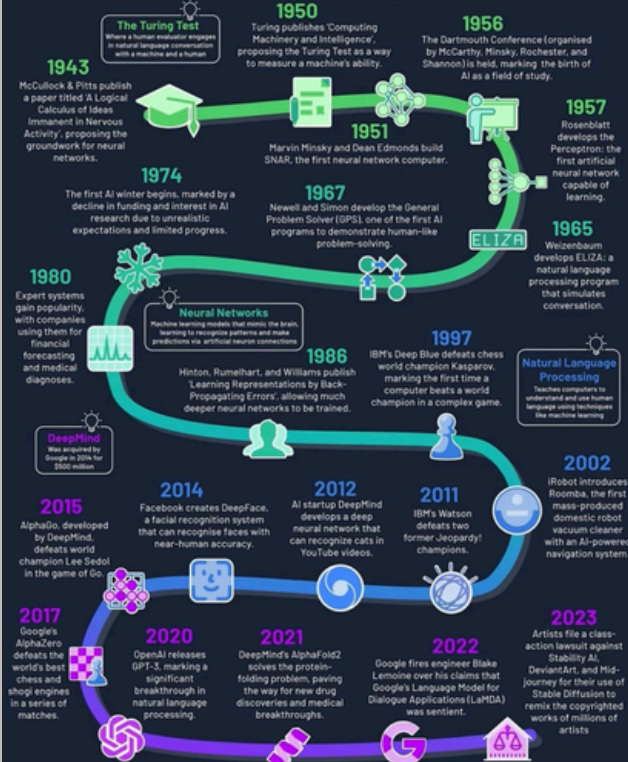


Generative AI is a form of artificial intelligence that learns from existing data to generate new, unique content such as text, images, or code.

Source: <https://openai.com/research/generative-models>
<https://learn.microsoft.com/en-us/training/paths/introduction-generative-ai/>

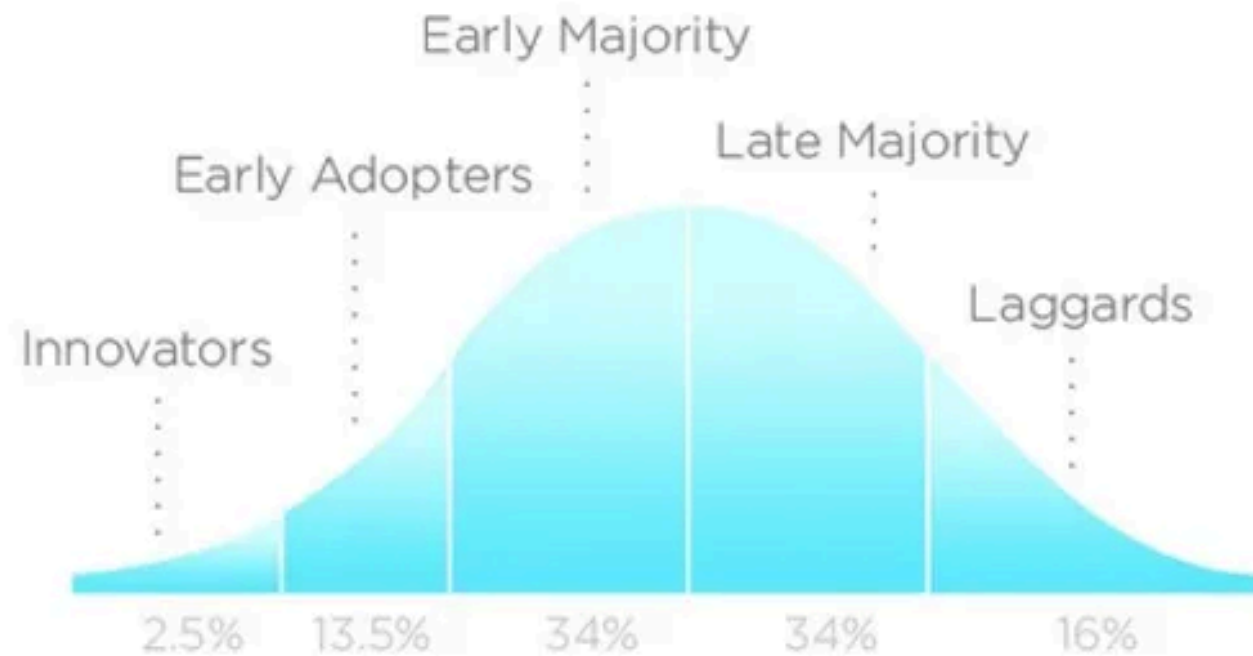
A brief history of... Artificial Intelligence.

CREATED BY
genuine
impact



Sources: ChatGPT, Futurism

More charts: genuineimpact.substack.com



INNOVATION ADOPTION LIFECYCLE

Source: <https://www.interaction-design.org/literature/article/understanding-early-adopters-and-customer-adoption-patternst>



Nearby

Following

For You



There's a technology adoption curve where the first phase of the users are more innovators than early adopters ... Then late majority who are basically the mainstream (users) ... and then the laggards. If you look at the adoption curve, **where does a Singapore company fall? Most likely late majority than early adopters.**



RYAN WONG
CEO, VISIER



228



Photo

Read article by CNA

CNA · 1-10

Why aren't there more Singaporean CEOs of global ...

Part 1 | Do Singaporeans have the qualities needed to run major global companies? The challenge is the "kiasu" culture which makes them risk-averse, says Ryan Wong, CEO of Visier Inc, a tech unicorn fro... more

Playlist · Podcast



Home



Friends



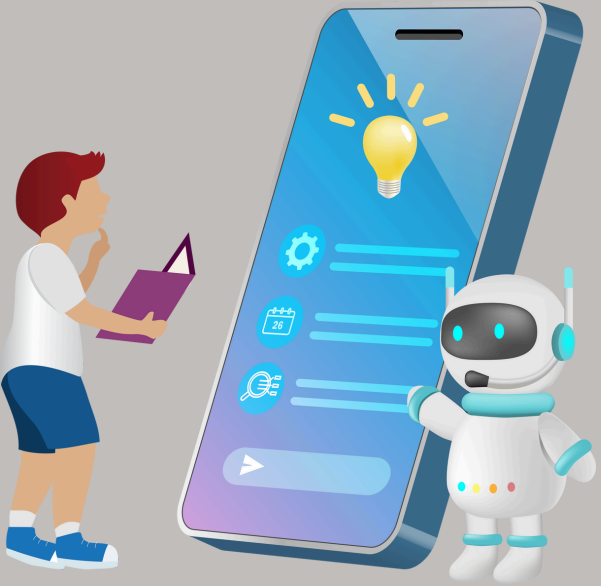
+



Inbox



Profile



What is Prompt Engineering?

Prompt engineering, also known as prompt design, is an emerging field that involves selecting the right words, phrases, symbols, and formats to guide AI models in generating high-quality and relevant content⁶⁷. It's a critical skill for achieving desired outcomes with Large Language Models (LLMs), as it helps in directing the behavior of these models⁵⁶. Effective prompt design can increase the accuracy and grounding of responses generated by an AI⁵.

Key concepts (1)

Clarity

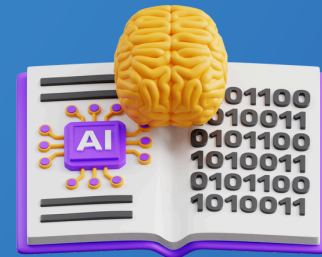
The prompt should clearly communicate what content or information is most important, and what the desired output is.

<https://developers.google.com/machine-learning/resources/prompt-eng>



Structure

The prompt should have a well-defined structure, such as a role, a context, an instruction, and an example.



Key concepts (2)

Constraints

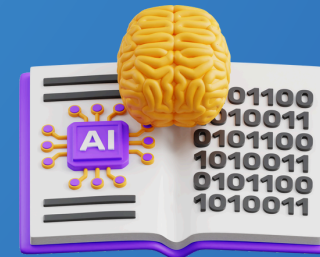
The prompt should use constraints to limit the scope of the model's output, and avoid factual inaccuracies or irrelevant information.

<https://developers.google.com/machine-learning/resources/prompt-eng>



Creativity

The prompt should be creative and open-minded, and explore different ways of phrasing, formatting, and presenting the prompt.



AI enables Media to go from **Fragile** to **Agile**

Embrace a Modern
Technology Stack

New and innovative
Operating Model

The audience is the
center of your universe

Platform business &
ecosystem orchestrator

Strategy, Culture and
Organization

Microsoft as your Business Innovation Partner

And the impact is **real**



Le Monde

"Over **one million articles** have been listened to in four months by subscribers alone."



ESPN
edge

"ESPN has already seen **more than a 50 percent reduction** in closed-captioning costs."



LALIGA

"With the ability to make each 90-minute match **a 360-degree fan experience**, the league is revolutionizing fan engagement."

Top use cases for generative AI in Media

Voice Dubbing

Text to video

Translation

Content
Summarization

Copywriting

Text to speech &
speech to text

Image alt-text

Churn prediction

Targeted
marketing content
generation

Personalized
customer
experiences

Nota strengthens local news and American democracy with Azure OpenAI Service

Challenge

Robust local news enables informed citizens, communities, and even democracy nationwide. Yet, 53 percent of small news outlets in the U.S. are convinced that, unless major changes occur, they won't exist in five years. Consolidation of news organizations, shrinking budgets and staff, and the time and expertise needed to publish across formats and platforms are all contributing factors.

Solution

To help reverse this negative trend and empower small newsrooms, Nota leveraged Microsoft Azure OpenAI Service to two AI-assisted tools—SUM and VID—that add immediate value to journalists' existing articles. SUM generates SEO-optimized headlines, extracts key points, selects pull quotes, and creates an overall summary for meta-tagging structures. Then, VID takes the same article and summarizes it with dynamic imagery, text, and AI-generated music. All of this is easily exportable to publish on a variety of websites.

Benefits

By tackling much of the effort required for digital publishing, journalists can devote more of their time to researching and writing. More than just assurance their stories will be optimized for distribution and search using Nota's tools, the resulting videos can generate up to 10 times as much revenue as written pieces. Now, news organizations from small to large as using SUM and VID with extremely positive feedback.



"Communities that still have a small-market newspaper have a better understanding of the democratic process and higher levels of civic engagement across the board. We want journalists to be able to publish a lot more engaging, revenue-generating stories with a lot less time and effort. The power of Azure OpenAI and the overall Azure platform has significantly accelerated our work. "

Josh Brandau
Chief Executive Officer,
Nota

NOTA

Nota strengthens local news—and American democracy— with Azure OpenAI Service

Nota believes that a robust local news industry is essential to the proper functioning of democracy. Unfortunately, local news in the United States faces increasing competition from media conglomerates and many sma...



Microsoft Customers Stories

Can you give me an example of how to design a good prompt?

✓ Generating answers for you...



Your personal and company data are protected in this chat

Sure! Let's say you're using a generative AI model to write a short story. Instead of starting with a vague prompt like "Write a story", you could use a more specific and structured prompt:

Write a short story set in a medieval kingdom, featuring a brave knight and a cunning sorcerer, where the knight embarks on a quest to retrieve a stolen artifact.



This prompt is effective because it:

- Specifies the **genre** (medieval)
- Identifies key **characters** (a brave knight and a cunning sorcerer)
- Outlines a basic **plot** (a quest to retrieve a stolen artifact)

By providing clear and detailed instructions, you're more likely to get the output you want from the AI model. Remember, the quality of the output often depends on the quality of the input!

Copilot for Microsoft 365:

The art and science of prompting

Prompts are how you ask Copilot for Microsoft 365 to do something for you — like creating, summarizing, editing, or transforming. Think about prompting like having a conversation, using plain but clear language and providing context like you would with an assistant.

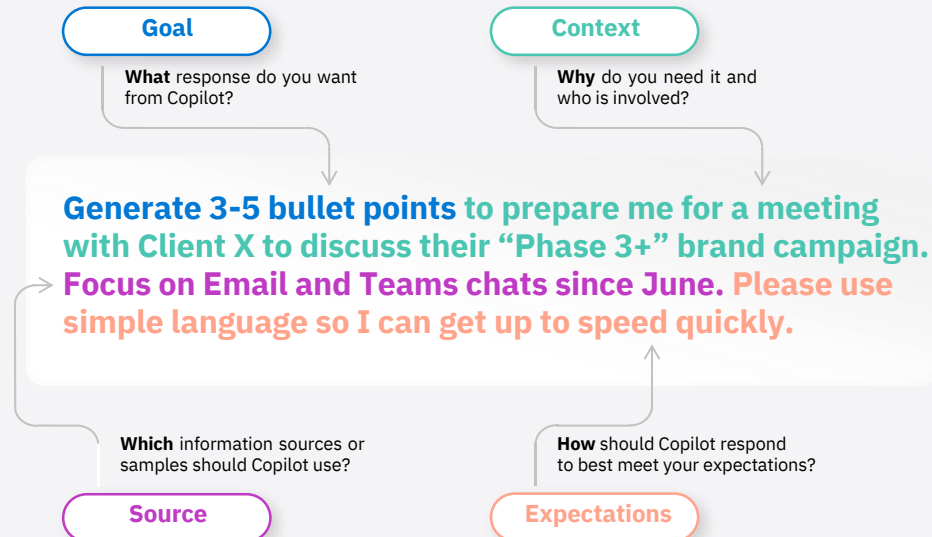
1. Tell Copilot what you need

There are many types of prompts you can use depending on what task you want done.

- ✓ **Learn about projects and concepts:**
“What is [Project X] and who are the key stakeholders working on it?”
- ✓ **Summarize information:**
“Write a session abstract of this [presentation].”
- ✓ **Edit text:**
“Check this product launch rationale for inconsistencies.”
- ✓ **Create engaging content:**
“Create a value proposition for [Product X].”
- ✓ **Transform documents:**
“Transform this FAQ doc into a 10-slide onboarding guide.”
- ✓ **Catch-up on missed items:**
“Provide a summary of the updates and action items on [Project X].”

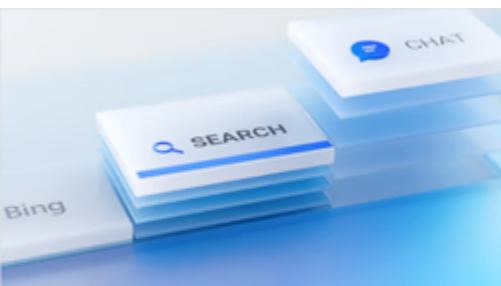
2. Include the right prompt ingredients

To get the best response, it's important to focus on some of the key elements below when phrasing your Copilot prompts.



Useful information to get you started

1. Choose a Conversation Style: More Creative, More Balanced, or More Precise
2. Copilot won't hesitate to offer a few follow-up questions to help you find the answer you're looking for.
For example, when you're using the Copilot to generate ideas, it's helpful to ask it to "give me a few more."
3. In this regard, don't leave Copilot in limbo! It may have a supporting topic related to the topic you are asking about.
4. Copilot will always show you where it gets its information from, so if you liked some of the answers you received and want more details, be sure to check the sources from which it pulls information.
5. Reminder! Do not post confidential information in the chat.



Prompts for communicators using the new AI-powered Bing

Summary The new Bing, your AI-powered copilot for the web, is now in preview, and you might be surprised at how much it can help us be better at our craft of communications. These are some starter prompts ...

ChatGPT-4o

- Multimodal capabilities (text and images)
- Voice mode
- Enhanced language support in 50+ languages
- Continued conversation: using other apps while interacting with ChatGPT 4o
- Advanced tools for free users

****Microsoft Copilot**:**

- Utilizes OpenAI's GPT-4 for high accuracy and consistency in responses.
- Offers a comprehensive package with additional tools and services, providing more value.
 - Better suited for text-based tasks and code generation.

****Google Gemini 1.5**:**

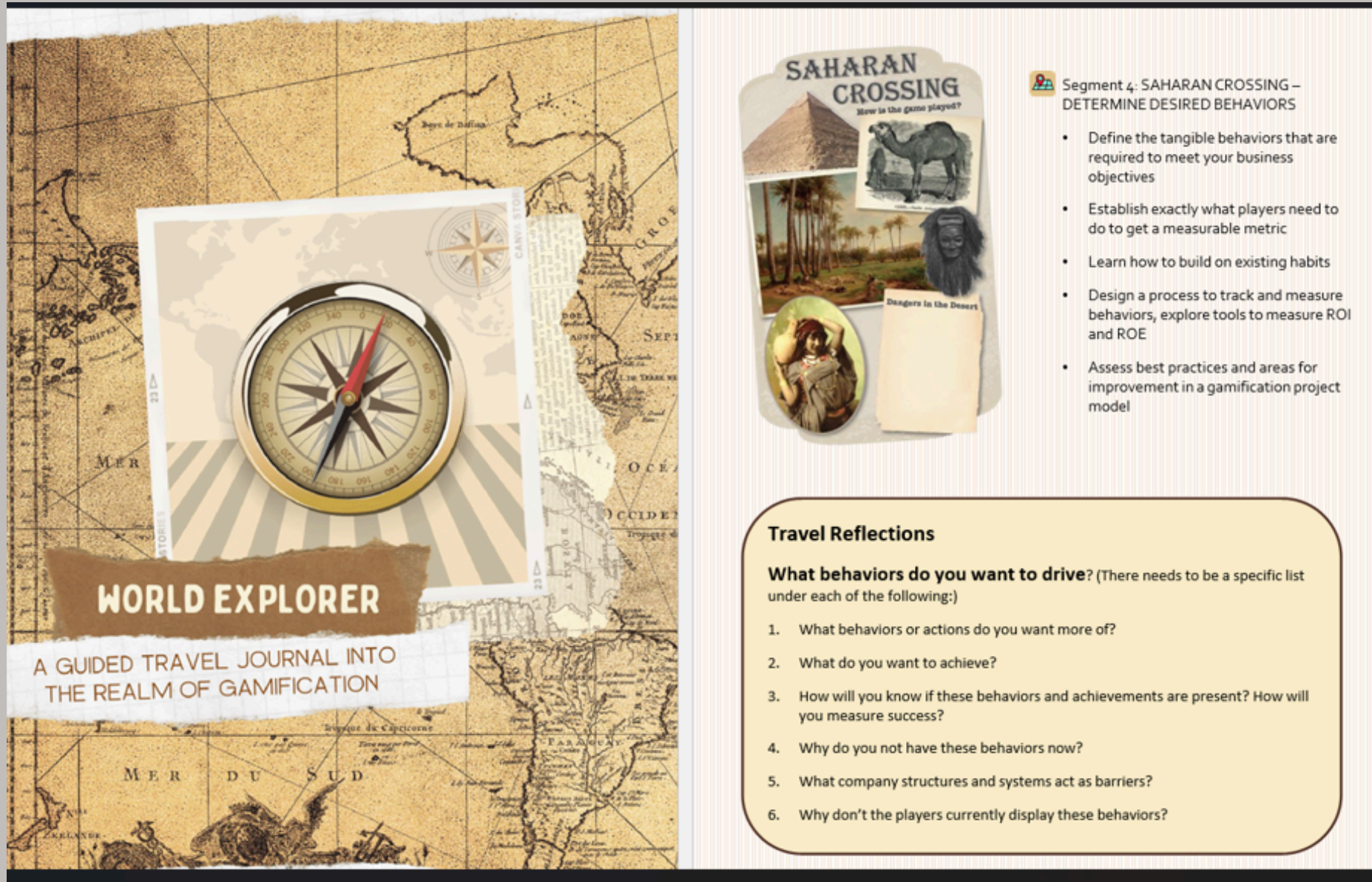
- Integrates with various Google services, enhancing chatbot functionalities.
 - Excels in visual-based tasks compared to other LLMs.
- Gemini Ultra model outperforms GPT-4 in several benchmarks.

****Anthropic's Claude 3.5 Sonnet**:**

- Features a 200K token context window for improved performance in benchmarks.
 - Provides three different model sizes for various tasks: Haiku, Sonnet, and Opus.
- Opus model surpasses GPT-4 in Anthropic's benchmarks but is limited to AI functionalities.

New: **Cohere AI:**

- Not mentioned in the search results, but generally known for customizable AI models that can be tailored to specific tasks.



Source: Sententia Inc., internal training documents for Gamified Learning Design certification, level 2.

Gamification can significantly enhance news delivery in several ways:

- **Increased User Engagement:** Gamification can make news consumption more interactive and enjoyable, leading to increased user engagement. This could involve incorporating quizzes about current events, role-playing games, or other interactive elements that make the news experience more engaging.
- **Improved Retention:** By making important tasks more enjoyable, gamification can improve long-term retention. Users are more likely to remember information presented in a fun and engaging manner.
- **Audience Loyalty:** Gamification can help build audience loyalty. For example, users might be more likely to return to a news platform that offers a gamified experience.
- **Enhanced Learning:** Gamification can also enhance learning. For instance, users might gain a deeper understanding of a news story by interacting with a gamified element related to the story.
- **Service Delivery:** Gamification techniques can be used to improve service delivery⁴. This could involve using a customer rewards system, gamifying metrics, keeping tabs on customer engagement, or starting employee contests



LSE Research Report

Top-of-mind gamification use cases in newsrooms across Asia

Engagement-driven content creation:

Many newsrooms are using gamification to encourage journalists to create content that drives higher reader engagement.

Specific example: The Times of India implemented a points system where journalists earn scores based on the performance of their articles. Metrics like page views, time spent on page, and social shares contribute to a journalist's overall score. Top performers are recognized weekly and monthly, with rewards ranging from bonuses to career advancement opportunities.



Audience participation and citizen journalism:

News organizations are using game mechanics to encourage audience participation and crowdsourced reporting.

Specific example: The South China Morning Post launched a mobile app called "SCMP Citizen" that gamifies citizen journalism. Users earn points and badges for submitting news tips, photos, and videos of local events. As they level up, they unlock exclusive content and opportunities to collaborate with professional journalists on stories.





NewsQuest: The Future of Media (Conference Edition)

Game Overview

- Strategic discussion for news organization leadership teams
- Navigate the evolving media landscape from 2025-2030
- Balance journalistic integrity with innovation

Team Setup

- 6 teams of 10 people each
- 20 minutes for discussion and strategy development
- 5 minutes presentation per team
- 5 minutes Q&A per team

Key Elements (Choose 2 for your strategy)

1. Content Strategy
2. Technology Investments
3. Revenue Models
4. Talent Management
5. Audience Engagement
6. Ethical Considerations



Team Challenge

Your Mission: Develop a future-focused strategy for a news organization in 2030

Discussion Points

1. What are the two most critical elements for your strategy?
2. How will you balance innovation with journalistic integrity?
3. What's your unique value proposition in the 2030 media landscape?
4. How will you address potential challenges (e.g., misinformation, changing consumer habits)?

Presentation Guidelines

- Clearly state your chosen focus areas
- Explain your key strategic decisions
- Highlight innovative ideas and how they maintain journalistic values
- Be prepared to defend your strategy in the Q&A



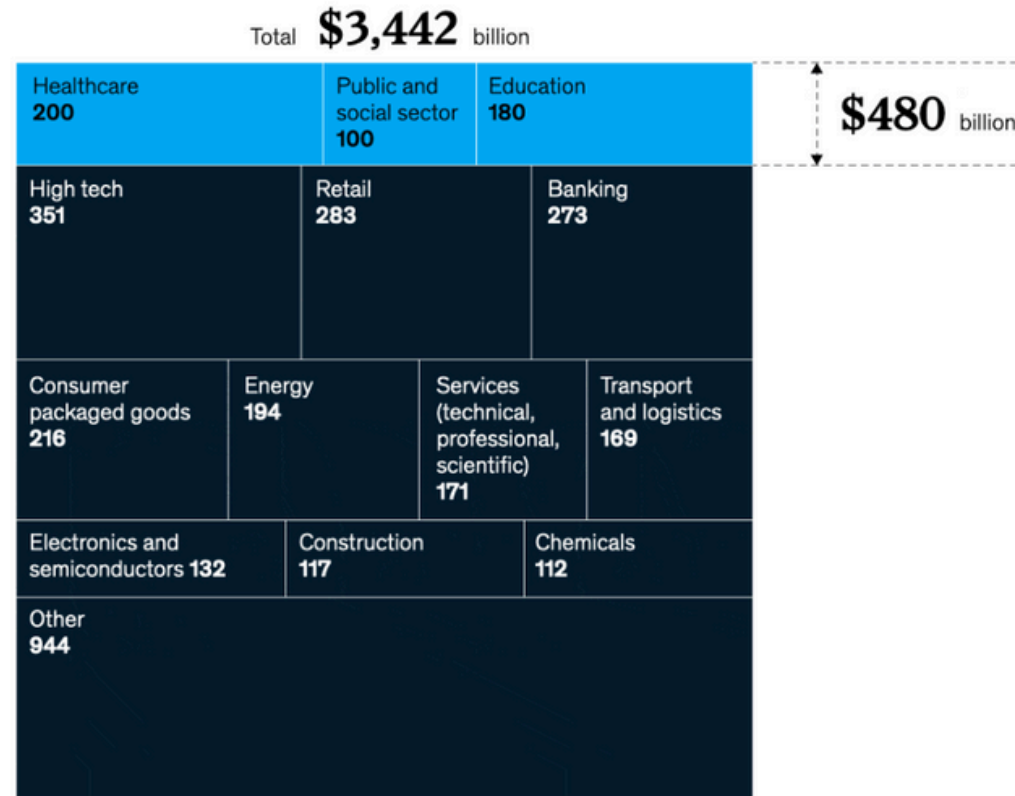
Evaluation Criteria

- Innovation: How forward-thinking is your strategy?
- Feasibility: How realistic and implementable are your ideas?
- Ethics: How well does your strategy uphold journalistic integrity?
- Adaptability: How flexible is your approach to future changes?



Generative AI could have an estimated \$480 billion productivity effect on the public sector and adjacent industries.

Generative AI
productivity
effect, by
industry,¹
\$ billion



¹Excluding implementation costs (eg, training, licenses).
Source: McKinsey analysis

1 Marketing Prompt that will do the heavy lifting for you

Prompt - Blog Title/Ideas

 **Category:** Content creation - Blog content

 **Summary:** Save time and boost your marketing game with this AI-powered blog title generator!

Say goodbye to writer's block and hello to catchy, original, and sensationalist headlines that will captivate your audience.

Elevate your content marketing strategy and watch your engagement soar!

Copy and paste this prompt in ChatGPT (replace the content in [] for your own content)

 :

Act as if you were an expert in writing blog titles, write me [X] catchy, original, and sensationalist headlines about [topic].

<https://wildtools.beehiiv.com/subscribe?ref=VEbcZTrBE2>



Marketing Prompt that will do the heavy lifting for you

Prompt - Youtube - Description



Category: Content creation - Youtube



"I want you to act like a YouTube expert, like Mr. Beast, to help me create a perfect description for my YouTube video, using this title: [INSERT VIDEO TITLE HERE]

Repeat the video title here in capital letters.

Write a catchy introduction that engages viewers and encourages them to keep watching, inspired by the title.

Here, write a detailed description of the video content based on the title.

Include an appealing call to action that encourages viewers to interact with the video, such as liking and sharing it, or leaving a comment.

If there are relevant promotions or sponsorships, clearly label them and include them in the video description.

Add timestamps to the video description, making it easy for viewers to jump to specific parts of the video.

Include links to your social media accounts in the video description, making it easy for viewers to follow you on other platforms.

Please do not provide me with advice, just provide examples for each of the points, based on the video title."

Text-to-Video Generation Tools

What is AI Text-to-Video Generator?

An AI text-to-video generator is a tool that uses AI to transform written text into dynamic, engaging video content. “These tools read and understand text inputs, such as scripts or articles, and automatically generate corresponding videos with visuals, animations, and sometimes even voiceovers that match the context of the text provided.”

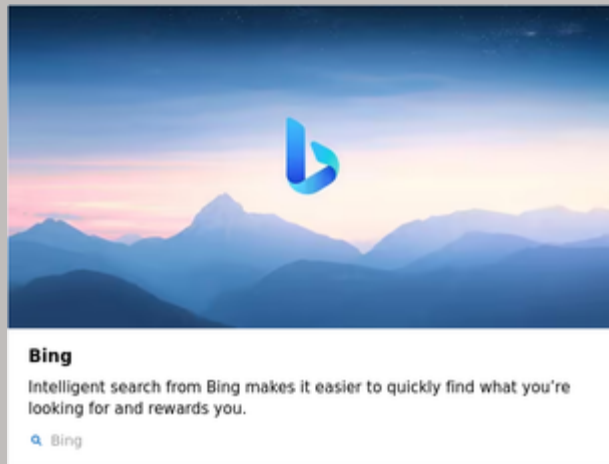


Key Features:

- Advanced Algorithms: Utilizes machine learning algorithms and natural language processing (NLP) techniques.
- Concept Analysis: Analyzes text for key concepts, emotions, and narratives.
- Visual Selection: Selects appropriate images, video clips, and animation styles based on the text.
- Text-to-Speech: Some tools incorporate synthesized voice for narration.

<https://www.media.io/text-to-video/best-text-to-video-ai-generators.html>

Image generation



<https://designer.microsoft.com/image-creator>

Speech-to-Video Generation Tools

How Does It Work?

Speech-to-video tools convert spoken content into video format. They analyze audio input, extract relevant information, and create engaging videos. Let's explore some use cases:

AI tools that journalists can use to enhance their productivity and streamline their work:

OpenAI's ChatGPT:

ChatGPT is a language model that can assist with writing, summarization, and content generation.

Features: It offers a wide range of capabilities, including answering questions, creating summaries, and more.

Availability: Free to use via OpenAI's platform.

Google Docs Add-ons:

Grammarly: Enhance your writing with real-time grammar and spelling checks.

Hemingway Editor: Improve readability and clarity.

Thesaurus: Find synonyms and enrich your vocabulary.

Audacity:

Function: Free audio editing software for recording and editing podcasts or voiceovers.

Application: Useful for journalists working with audio content.

Here are some examples of how AI is being used in journalism

Efficiency Improvements:

- Sourcing Information: AI assists in gathering news by analyzing vast amounts of data quickly.
- Story Idea Generation: AI can suggest relevant topics or angles for stories.
- Identifying Trends: AI algorithms detect patterns and trends in data, aiding journalists in spotting emerging stories.
- Event or Issue Monitoring: AI tools track events, social media, and news sources to keep journalists informed.

Automated Content Creation:

- Breaking News Alerts: Tools like Reuters' News Tracer automatically identify breaking news.
- Data-Driven Articles: AI generates reports based on data, such as financial reports or sports scores.
- Local Coverage: Customized stories for specific regions or neighborhoods.

Transforming Content Mediums:

- AI applications convert text into audio, video, or graphical images.
- For instance, a news article could be transformed into a podcast or a video summary.

Source: Copilot chat, July 2024.

Challenge	Practical Considerations
Content Accuracy	• Fact-check GenAI-generated content rigorously. • Verify information against credible sources.
Quote Detection	• Review and validate quotes generated by GenAI. • Ensure proper attribution.
Continuous Learning	• Stay informed about GenAI advancements. • Conduct regular training sessions for journalists.
Quality Control	• Establish guidelines for GenAI-generated content. • Human editors review and refine output.

GenAI in newsrooms presents both opportunities and challenges

ChatGPT is free to use, and Free tier users now have access to a large range of capabilities with GPT-4o, including access to a series of tools and access to GPTs in our GPT store.

In addition to advanced intelligence capabilities, Free tier users can now:

- Browse the web and obtain up-to-date information
- Analyze and extract insights from your data (to a portion of users)
- Upload images in your prompts
- Provide support files in your prompts
- Discover and use GPTs

https://help.openai.com/en/articles/9275245-using-chatgpt-s-free-tier-faq#h_43513320b9



Cristóbal Cobo on LinkedIn: #gpt #advice #production

#GPT won't save you during your job interview... ... what I tell my students, frankly, is, suppose you're going for a job i...

linkedin.com



Cristóbal Cobo • 1st

Senior Education and Technology Policy Expert at International Organiza...

1mo • 🌐

...

#GPT won't save you during your job interview...

... what I tell my students, frankly, is, suppose you're going for a job in marketing.

And when you get to the interview, these days, the employer doesn't simply say, oh, what a nice resume you have, and look at these great letters of recommendation. Now employers are saying, I want you to write a marketing plan right here on the spot. I'll give you 30 minutes, here's your prompt, and show me what you can do. But of course, then the employer is going to type the same prompt into ChatGPT.

If you can't write a substantially better marketing plan than what comes out of the generative AI, you're not going to be hired.

🎯 Because why hire somebody that you can get it for free? So that's the trap of sort of saying, I'm going to be as smart as generative AI by working in partnership with it. No, you want to be smarter, you want to be original.

👁️ I would differentiate between using it for #advice and using it for #production.

[quote from Chris Dede]



<https://www.youtube.com/watch?v=6Lcy2N3Ycls>

Drive impactful learning programs with in-depth skills data

View skill and enrollment trends at a global, region, and country level.

1,060% YoY increase in generative AI (GenAI) demand globally

64% of countries in the cutting-edge skill category are in Europe, with the rest distributed across Asia Pacific and Latin America

20/25 spotlight countries prioritize soft skills like culture, resilience, and communication



“ Each and every one of us needs to own our own careers. Each and every one of us needs to be intellectually curious in building those careers.



Leon Katsnelson
Director & CTO, IBM Skills Network
IBM

Global **Asia Pacific** Europe

Top countries by skill ranking

Rankings range from 0-100%, with 100% marking the highest proficiency and 0% signaling the lowest.

1		Japan	Business 96%	Data Science 99%	Technology 99%
2		Singapore	Business 91%	Data Science 87%	Technology 91%
3		Hong Kong	Business 88%	Data Science 91%	Technology 83%

Source: https://www.coursera.org/skills-reports/global?utm_medium=sem&utm_source=gg&utm_campaign=B2C_EMEA__coursera_FTCOF_career-academy_pmax-multiple-audiences-country-multi&campaignid=20858198824&adgroupid=&device=c&keyword=&matchtype=&network=x&devicemodel=&adposition=&creativeid=&hide_mobile_promo&gad_source=1&gclid=Cj0KCQjwj9-zBhDyARIsAERjds0tTTtAbWZGo5tslpZskQ_VgERbZKbrt6sk_Q02IWP7M5NiEFsWRE8aAowKEALw_wcB

AI at Work Is Here. Now Comes the Hard Part



Finding 1

Employees want AI at work—and won't wait for companies to catch up

They're bringing their own tools even as leaders face AI inertia.

- **75%** of knowledge workers around the world use generative AI at work.
- **78%** of AI users are bringing their own AI to work (BYOAI).
- While **79%** of leaders believe their company needs to adopt AI to stay competitive, **60%** of leaders worry their organization's leadership lacks a plan and vision to implement it.



Finding 2

For employees, AI raises the bar and breaks the career ceiling

Some are itching for a career change, and there is a massive opportunity for those willing to skill up on AI.

- **66%** of leaders say they would not hire someone without AI skills.
- **71%** say they'd rather hire a less experienced candidate with AI skills than a more experienced candidate without.
- There was a **142x** increase in skills like Copilot and ChatGPT added to LinkedIn profiles last year.



Finding 3

The rise of the AI power user—and what they reveal about the future

Power users use AI at least several times per week. They say it saves them more than 30 minutes per day.

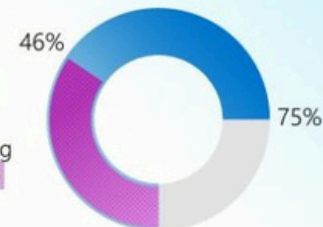
- Frequently experimenting with AI is the **#1** predictor of an AI power user.
- Power users say AI boosts their creativity (**92%**) and helps them focus on the most important work (**93%**).
- AI also helps them feel more motivated (**91%**) and enjoy work more (**91%**).

Three Out of Four People Use AI at Work

Usage nearly doubled in the last six months.

75% of people are already using AI at work

46% of them started using it less than 6 months ago



Survey Questions:

How often do you use generative artificial intelligence (AI) for your work?
How long have you been using generative artificial intelligence (AI) at work?

Read the full report on [WorkLab](#)

Emerging Jobs in AI

Prompt Engineer:

Fine-tunes communication with AI systems. Requires creativity and mastery of language

AI Trainer:

Assists AI platforms in learning about the business and fine-tuning responses

AI Auditor:

Ensures AI outputs are unbiased and accurate

AI Ethicist / Ethics Expert:

Ensures ethical standards are upheld in AI applications

Machine Manager:

Oversees and manages AI machines

Who is this for? What do they believe, what do they wish for and treasure? Ignore the others.

Where is the tension? What will happen if I don't do something right now? What if I keep quiet? What is imminent, what will I miss? The default is the status quo, the standard response is, "maybe later." If you don't create tension, there will be no change.

Are you building a culture? "People like us do things like this."

No one ever bought anything on an elevator. Your pitch isn't designed to fully explain what you do or even to make the sale. Your ride on the elevator only exists to make it more likely that someone will follow you out of the elevator asking you questions about what you do.

I don't care about your logo, really. Few of us do. If you don't believe me, look hard at the logos for Starbucks, Neutrogena and Hermes. It really doesn't matter. It's fun to be a pirate (they have a great logo) but it's better to do work that we care about, work that people honor and share.

Branding agencies serve a useful purpose—they cause the client to pause and answer hard questions. Making it look good doesn't really matter.

JULY 17, 2024



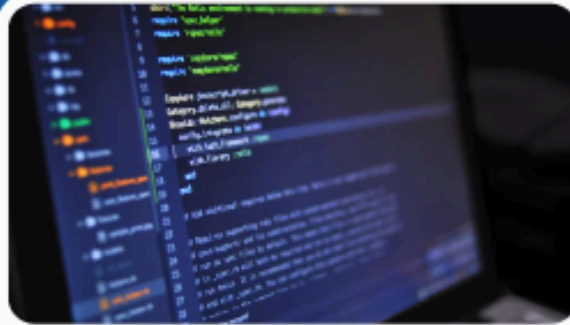
EDUTech Future welcomes curious learners open to new ideas

Topics covered



Digital Transformation

Best practices from big tech companies (Microsoft, AWS, Google) and public sector customer case studies. Review of failed transformation case, and identifying opportunities for improvement.



Emerging Technology

We introduce tech as a tool, not as a success indicator. Digital innovation is designed from within as People – Processes – Technology framework based on your existing priorities and cross-functional team OKRs.



People-first approach

We focus on tech in the loop, and human at the centre of change management, digital transformation, and people upskilling and organizational growth strategies.

Which courses or workshops do you think ABU News should provide in the next 12 months?

Extract from the Future of News Survey

Introduction to AI and AI tools for journalists

Social media training and optimisation

Strategies to improve inclusiveness and gender equality

AI: applications + ethical considerations

Workshop on the future of news in the next 10 years

Digital news workshops - use of digital tools including AI

Women in leadership

Ethical reporting practices, diversity and inclusion in newsrooms

Our partners



Our clients

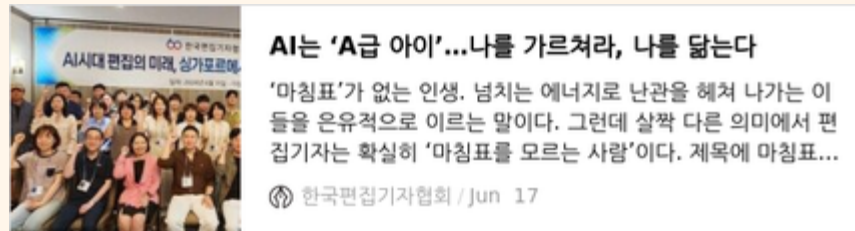


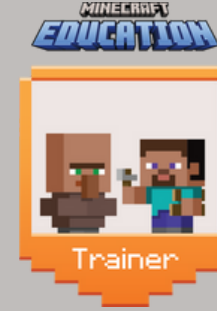
Flagship programs and media mentions

Break into Tech APAC: 12-week program for Asia-Pacific and ASEAN higher education students and early career professionals with 0-5 years' experience. Includes: AI for Career Bootcamp, personalised project-based training & tech mentorship. Format: live online, asynchronous.

Break into Tech SG: 8-week program for Singapore-based Institute of Technical Education, polytechnic, and university students (year 2 and above) to design their career pathways.
Format: live online, hybrid, face-to-face, and asynchronous.

Break into Tech: Mid-Career Switch is a 5-week program for entrepreneurs & professionals with 5-14 years' experience to pivot to a tech industry. Includes: small group mentorship, real industry consulting project, fireside chats with C-suite leaders, closed-door networking, and exclusive access to Entrepreneurs & Tech4Good Champions Network events (under Chatham House rule).





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