

**Online
Learning**



FMM MARKETING & BRANDING WEBINAR

Utilising ChatGPT for Content Creation and Marketing



**July 2, 2025
Wednesday**

10.00am – 12.00pm

Zoom

Knowledge Partner



Digital Marketing Consultancy Sdn Bhd

Effective content is paramount for engaging audiences and driving growth. This 2-hour webinar will empower you to harness the capabilities of ChatGPT and transform your content strategy.

As participant, you will explore how to leverage AI for ideation, drafting compelling copy, generating diverse content formats, and streamlining your marketing efforts. From crafting persuasive social media updates to developing long-form articles, discover how ChatGPT can boost your productivity and creativity, giving your company a competitive edge.

Join this Webinar to:

- **Discover how ChatGPT can be a powerful assistant for content creation and marketing.**
- **Be informed on ethical considerations and the necessity to maintain unique brand voice.**



Organiser
FEDERATION OF MALAYSIAN MANUFACTURING
(Formerly known as Federation of Malaysian Manufacturers)



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Time	Topic
10.00 am	• Understanding ChatGPT: Beyond the Basics • Accelerate Content Pipeline from Ideation to First Drafts • Chatbot and Automation • Best Practices and Ethical Considerations Question & Answer Session
12.00 pm	End of Webinar

Speaker

Mr Charles Gregory
AI & Digital Senior Consultant
Digital Marketing Consultancy Sdn Bhd



Charles has over 10,000 hours of experience in consulting and coaching, empowering 4,000+ individuals and advising 100+ companies with AI-driven digital transformation strategies.

As a recognised leader in the field, he was invited by the Department of Skills Development to co-develop Malaysia's National Occupational Skill Standard (NOSS) in digital marketing. Charles is known for turning AI into real business results—helping companies grow, cut costs, and stay ahead in a fast-changing digital world.

The organiser reserves the right to amend the programme in the best interest of the event.

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Organiser / Payee: **Federation of Malaysian Manufacturing**
(Formerly known as Federation of Malaysian Manufacturers)
MyCoID / ROC: **007907X / 196801000309**
TIN: **C25703742100**
SST Registration No.: **W10-1901-32000108**

WHO SHOULD ATTEND THIS WEBINAR

Marketing / Content / Social Media / Communication
Managers and Executives

PARTICIPATION FEE

(RM)	Fee per pax	SST	Total per pax
FMM / GS1 member	250.00	20.00	270.00
Non-member	300.00	24.00	324.00

10% group discount for 3 persons or more from the same company.

ENQUIRIES

Contact: Ms Tan Bee Chin / Ms Kwai Kaun
E-mail: bee_chin@fmm.org.my / event@fmm.org.my
Tel: 03-6286 7200 ext. 341 or 380

CLOSING DATE FOR REGISTRATION

July 1, 2025

PAYMENT

Invoice will be issued accordingly. Before the event, all confirmed participating companies with outstanding fees need to **provide a letter or an email to undertake payment arrangement**.

Last-minute registration with payment will be admitted on space availability basis.

Payment methods

1) Bank transfer to Malayan Banking Bhd.

➤ Account no.: **5-14208-33076-8**

➤ SWIFT code: **MBBEMYKL**

(Email bank-in slip to financedivision@fmm.org.my.)

2) Cheque crossed **Account Payee Only**.

(Invoice number on reverse side of cheque. Mail to address stated on the invoice.)

3) JomPAY

➤ Biller code: **20073**

CANCELLATION / REPLACEMENT / NO-SHOW

Cancellation of participation and refund is not allowed.

Replacement participant is accepted at no extra charges.

FMM reserves the right to cancel or reschedule the programme. All efforts will be taken to inform participants of any changes. If FMM decides to cancel or postpone the event, FMM will not be responsible for covering all costs incurred by participants. Participants who do not attend the event are liable for the full fee.

Zoom Online Registration

Registration Guidelines

1. Please register online preferably using your company's email address.
2. For registration of more than one participant, please submit online registration for each participant with a different email address.

Click

<https://bit.ly/fmm-2jul25-register>

or

Scan



Technical Information

- Within 1 working day after registration, a **confirmation email** will be sent to you, with the link to join the webinar. If you did not receive it, please contact: event@fmm.org.my.
- **Reminder emails** will be sent to you 1 week, then 1 day before the event and again 1 hour before it starts. As these are automated emails, you may need to check your junk mail box.
- You may join the webinar **15 minutes before the starting time**.
- FMM will **record the webinar** for future reference.
- The Q&A function will be used for participants to engage with the speakers, rather than audio and video. So, be mindful of your **login name** as it will be seen by other participants. Please retain it throughout the webinar.
- Please ensure you have access to one device (laptop, desktop, tablet or handphone) with a **strong internet connection**.