



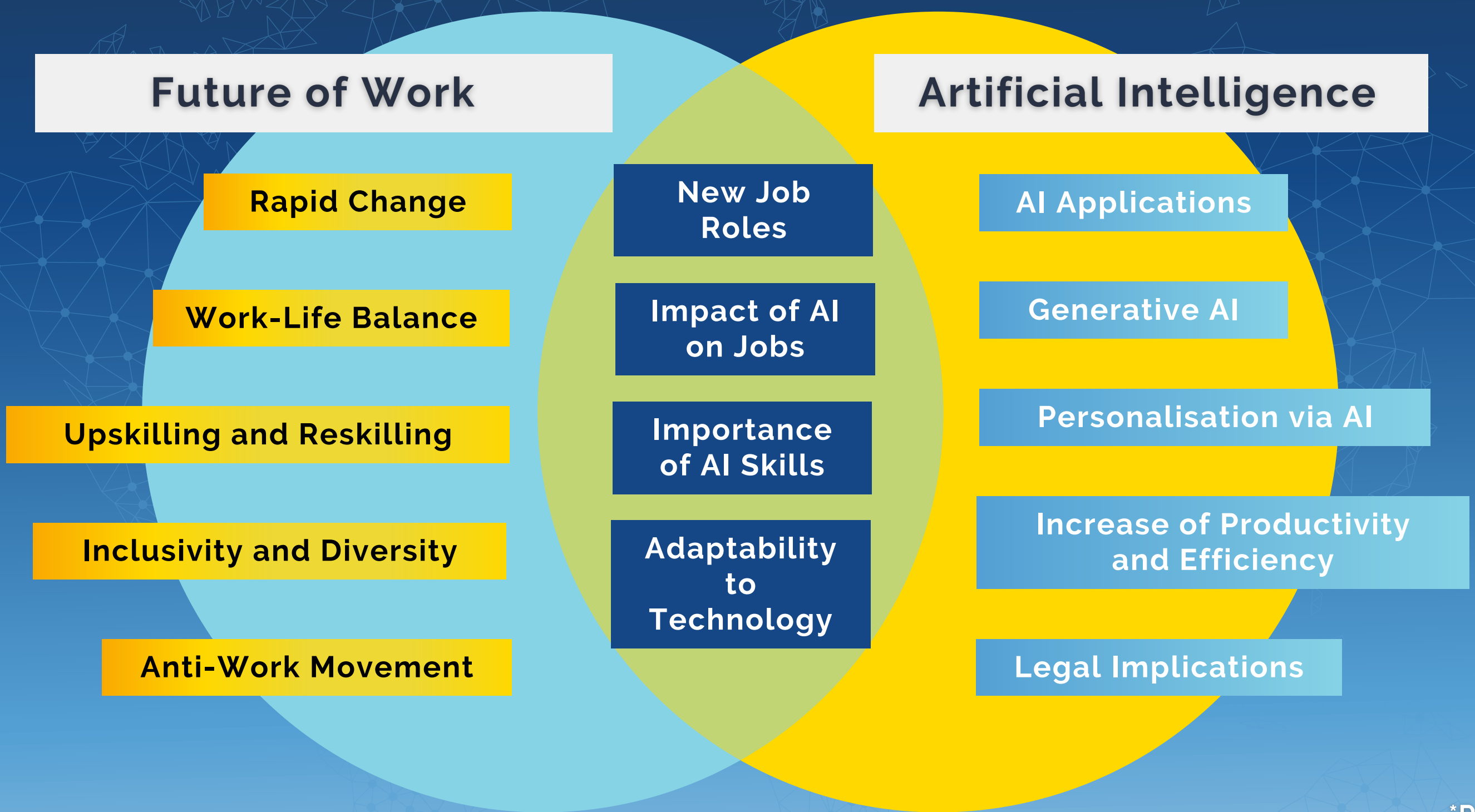
Asia Pacific

PCMA Labs

Hong Kong | Singapore | Sydney

What is the Future of Work?

How does AI Impact on the Workforce?



*PCMA's AI tool, SPARK, is the co-creator of this infographic content.

Future of Work

Rapid Change

- The future of work requires inclusivity and effective identity management to ensure a diverse and inclusive workforce.

Work-Life Balance

- The current era is experiencing rapid change, requiring adaptability and embracing new technologies for success in the evolving work landscape.

Anti-Work Movement

- Work-life balance and the anti-work movement are significant trends that are influencing how people perceive and prioritise work.
- The Tang Ping "躺平" (lying flat) movement in China, where Chinese youth rejects overworking by lying flat, reflects a re-evaluation of the role of work in people's lives, emphasising the need for a healthier work-life balance.

Inclusivity and Diversity

- The future of work requires inclusivity and effective identity management to ensure a diverse and inclusive workforce.

Upskilling and Reskilling

- Continuous learning and upskilling are important to adapt to technological advancements, and cognitive and workplace technology skills are crucial for future job requirements.

Future of Work & Artificial Intelligence

Impact of AI on Jobs

- AI is predicted to create 300 million jobs but also replace certain roles, particularly highly skilled knowledge workers.

New Job Roles

- Generative AI, such as Chat GPT, is reshaping job titles and the events industry, leading to the emergence of new roles by 2035.

Importance of AI Skills

- Technology positively impacts jobs but requires caution and preparedness for potential changes, including upskilling, to navigate the evolving employment landscape effectively.

Adaptability to Technology

- Learning how to effectively use AI is crucial to stay relevant, maximize benefits, and thrive in the job market's ever-evolving landscape.

Artificial Intelligence

AI Applications

- AI has the potential to enhance work and replace tasks, with examples like ChatGPT and Bing Chat, but there are also cautionary notes on potential risks and limitations.

Generative AI

- AI finds diverse applications in sectors such as airports, healthcare, and government agencies, bringing efficiency, innovation, and enhanced decision-making capabilities.
- AI tools are available for law, marketing, event planning, and other fields to generate content and assist professionals.

Personalisation via AI

- Generative AI language models can generate text, images, and audio, and prompt engineering and customization are possible.

Increase of Productivity and Efficiency

- AI enables personalized experiences in events, integrating with hospitality and lifestyle industries while enhancing creativity and efficiency in event planning.
- AI boosts productivity, allowing for more reflective time and smarter work, improving efficiency in various tasks.

Legal Implications

- Copyright issues arise with AI-generated content from copyrighted material, requiring careful attention to legal implications.