

Riding On The Upturn

New Strategies For New Dynamics

NATIONAL SALES & MARKETING

3 – 4 NOV 2009 • 8.30AM – 5.30PM
SHERATON TOWERS SINGAPORE

CONGRESS

SALES

MARKETING

DIGITAL MARKETING

BRANDING & MORE

Organised by:



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THE MARKETERS WEEKLY

NATIONAL SALES AND MARKETING CONGRESS 09

3 – 4 NOVEMBER 2009 • 8.30AM – 5.30PM • SHERATON TOWERS SINGAPORE

DAY ONE • 3 NOVEMBER 2009, TUESDAY

8.00am Registration + Coffee/Tea


9.00am Opening Ceremony Address By GOH

9.30am  **The Importance Of Creativity In A Rapidly Developing World**
Fredrik Haren
Founder
Interesting.org

10.45am Networking Coffee Break 1

11.15pm  **New Wave Marketing: The World Is Still Round, The Market Is Already Flat**
Hermawan Kartajaya
President
MarkPlus Inc

12.30pm Networking Lunch

2.00pm **MARKETING (G1)**
 **5 Golden Principles To Enter The Golden Land**
Sherie Ng
Vice President, Marketing
Invensys Operations
Management Asia Pacific &
Middle East

DIGITAL MARKETING (G2)
 Saurabh Varma
Chief Strategy Officer
Leo Burnett Singapore

SALES (G3)
 **Selling Yourself**
Kathy O'Brien
Managing Director
Red Shoe Communications

3.15pm Networking Coffee Break 2

3.45pm  Siddharth Banerjee,
Unilever

 **Managing Firm's Corporate Reputation - The Social Media Way**
Dr Jon Chin
Director, Digital Strategist
Clickmedia Pte Ltd

 **The Art Of Developing And Managing Sales Teams**
Raymond McConnell
Co-Founder and
Managing Director
Sandler Training SM,
Singapore

4.30pm Networking Cocktail Reception - Evening

6.30pm Home Sweet Home

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DAY TWO • 4 NOVEMBER 2009, WEDNESDAY

8.00am Registration + Breakfast

<p>9.00am</p> <div style="border: 1px solid black; width: 40px; height: 40px; margin: 0 auto;"></div> <p>TBA</p>	<p>MARKETING (G1)</p>	<p>DIGITAL MARKETING (G2)</p>  <p>Break The Rules Or Face Irrelevance Haresh Khoobchandani <i>Senior Director (Business and Marketing Organization)</i> Microsoft Singapore</p>	<p>SALES (G3)</p>  <p>Strategic Sales Leadership - The Future Keys To Outperform Your Competition Today Manoj Sharma <i>CEO</i> DifferWorld Pte Ltd</p>
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10.15am Networking Coffee Break




<p>10.45am</p>  <p>Differentiate Or Die! Using Design Strategically To Increase Business Performance, Sales & Profitability Paul Sykes <i>Founder</i> Cross Creative</p>	 <p>Integrated Digital Marketing - Effective Strategies For Maximising Your Online ROI Fabian Lim <i>CEO</i> Asia Internet Academy</p>	 <p>The Success Curve Iain Ewing <i>CEO & Principal Trainer</i> Ewing Communications Pte Ltd</p>
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12.00pm Lunch

<p>1.15pm</p>  <p>Branding – The Closest Thing To A Silver Bullet (Good Times Or Bad Times) Joe Baladi <i>CEO</i> BrandAsian</p>	 <p>What The Latest Digital Revolution Has Taught Us About Search Leonard Tan <i>Founder & Managing Director</i> PurpleClick Media Pte Ltd</p>	 <p>Sales Force Performance – Delivering Revenues And Margins Ray Bigger <i>People Architect</i> think8</p>
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<p>2.30pm</p>  <p>Integrated Marketing Campaigns And Measurement Melissa Siew <i>General Manager</i> ZUJI Singapore</p>	 <p>Social Media + Digital Marketing = Word-Of-Mouth Why Social Media Matters To Business Tania Chew <i>Associate Director – Technology Innovation & 360° Digital Influence</i> Ogilvy Public Relations Worldwide</p>	 <p>Recruiting Stellar Sales People – How To Avoid The Most Common Pitfalls Adrian Hall <i>Managing Director</i> Result Strategies Pte Ltd, Singapore</p>
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3.45pm Networking Coffee Break 2

<p>4.15pm</p>  <p>Business Is Male But The Market is Female Stephen Cranston <i>Co-Founder</i> Renegade Pte Ltd</p>	 <p>New Rules Of Consumer Engagement: New Rules On Understanding And Responding To The Shifting Consumer Behavior Gregory Birge <i>Founder</i> F5 Digital Consulting</p>	 <p>TBA Michelle Harte <i>Senior Partner and Sales & Marketing Director</i> Sales Performance International Asia</p>
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5.30pm Home sweet home

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ENJOY EARLY BIRD DISCOUNT OF

15% OFF

WHEN YOU REGISTER BEFORE 30 SEPT 2009

 **TEL** : (65) 6327 7592 / 6327 7593
 **FAX** : (65) 6327 9741
 **EMAIL** : membership@mis.org.sg
 **WEB** : www.mis.org.sg/membership
 **POST** : Marketing Institute of Singapore
 51 Anson Road, Anson Centre #03-53,
 Singapore 079904

DELEGATE(S) NAME	DESIGNATION	E-MAIL	CONTACT NO.
1.			
2.			
3.			
4.			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:	Fax:	E-mail:	

WORKSHOP FEES

1 DAY PACKAGE					
<input type="checkbox"/> 3 Sept	<input type="checkbox"/> 4 Sept	<input type="checkbox"/> Ordinary - Single Stream	<input type="checkbox"/> Premium - All Streams		
		Early Bird	Normal	Early Bird	Normal
<input type="checkbox"/> Member		\$200	\$230	\$250	\$280
<input type="checkbox"/> Partner		\$230	\$260	\$270	\$310
<input type="checkbox"/> Non Member		\$250	\$280	\$290	\$330
2 DAYS PACKAGE					
		<input type="checkbox"/> Ordinary - Single Stream	<input type="checkbox"/> Premium - All Streams		
		Early Bird	Normal	Early Bird	Normal
<input type="checkbox"/> Member		\$280	\$320	\$320	\$370
<input type="checkbox"/> Partner		\$310	\$360	\$360	\$410
<input type="checkbox"/> Non Member		\$340	\$390	\$380	\$440

CANCELLATIONS & REPLACEMENTS

There will be no cancellation fee if notice of withdrawal is given in writing by 15 October 2009, after which a cancellation fee of 25% of the workshop fee will be levied. The full fee will be charged for withdrawal or no-show on the workshop commencement date. Replacements from the same company are allowed.

PAYMENT METHODS

All payments to be made payable to Marketing Institute of Singapore in S\$. Bank charges are to be borne by registrants.

Please tick and fill in the following:

Cheque / Bank Draft No.
 Please mail cheque payment with the invoice no. indicated on reverse of cheque together with the registration form to 51 Anson Road, Anson Centre #03-53 Singapore 079904.

Credit Card: VISA MasterCard Amex

Card Number:

Expiry Date: / CVV:

Cardholder's Name: _____

Cardholder's Signature: _____

IMPORTANT NOTE

- Fees stated are subjected to prevailing 7% GST.
- Early Bird Promotion: Discounted fees will only be valid if payment is received by 30 Sept 2009, after which regular fees will apply.
- Full payment is mandatory upon registration for admission to the workshop.
- Walk-in delegates will only be admitted on the basis of space availability at the event and with immediate full payment.
- Fee includes lunch and refreshments.
- The Marketing Institute of Singapore reserves the right to make any amendments that it deems to be in the interests of the event without any notice.



**The National Body
for Sales and
Marketing**

51 Anson Road, Anson Centre #03-53 Singapore 079904

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Email : **membership@mis.org.sg**