



MARKETING
INSTITUTE OF
SINGAPORE

COMMUNICATIONS

Charts & Figures for Sharper Collaterals, Reports & Presentations

Why You Should Attend This Course:

Do you use charts and figures to persuade and communicate effectively? A picture tells a thousand words – effective marketers, managers, leaders and communicators need to make use of charts and figures to convince, persuade and sell more effectively and powerfully. This interactive one-day course will equip you with practical techniques and knowledge on charts and figures to increase the impact and clarity of your message.

Learning Outcome:

This course is for anyone who has to make use of statistics and numbers to convince others or who has to explain difficult or complicated concepts. Learning from practical exercises and examples, participants will improve the way they design charts and figures for reports and presentations. Participants will learn to determine their core message, use different chart types and figures to achieve their message objectives, and apply techniques of visual communication to design powerful visuals. They will be able to communicate complex data and information scenarios in a simple, clear and impactful manner to their audience. Most importantly, they will learn to avoid the costly mistake of creating complicated charts and communication documents that their readers do not understand or connect with.

Course Outline:

Get Attention with a Clear Objective

- Know and clarify your objectives
- 3-step approach to using charts
- Key words to help you choose the right chart comparison
- Select the appropriate chart form
- Avoid common mistakes in using charts and figures

Convince with Charts and Figures

- Showing percentages with component comparison
- Ranking data with item comparison
- Depicting trends and changes over time with time series
- Managing data ranges with frequency distribution
- Emphasise relationships and patterns with correlation

Persuade Clearly with Complex Data, Concepts and Information

- Advanced application of charts to complex data scenarios
- Strategies to simplify, emphasise and convince
- Improve your presentation impact when using visual concepts
- Communicate more clearly and persuasively in your message

Achieve Clarity and Impact with Effective Visual Design

- Apply scale, proportion and positioning to project importance
- Capitalise on color, pattern and lines to highlight the core message
- Word your title to inform and illuminate
- Create effective labels and legends

Who Can Benefit?

This course is designed for marketers, executives, managers, leaders who need to present and convince others with statistics and data, or who needs to present complex and detailed information in a simple yet effective manner.

Trainer's Profile:

Michelle Lim brings with her more than ten years of experience in training, people management and customer service with multinationals, SMEs as well as government organisations. Companies which have benefited from her insight and experience include Standard Chartered Bank, Singapore Press Holdings, Changi Airport Group, Singapore College of Insurance, American International Group, Institute of Banking & Finance, Inland Revenue Authority of Singapore, Ministry of Defence, Public Service Division (Prime Minister's Office) and Lee Kuan Yew School of Public Policy.

Michelle was formerly from Citi (Global Consumer Banking), where she managed high customer-impact projects in a complex cross-functional and multi-cultural environment. Her experience launching and managing major services for the bank provides her with the insight and depth in managing the end-to-end customer experience from the employee as well as organisational point of view. Her customer service background extends from B2C to B2B and G2C markets. In her B2B experience, she handled key client accounts such as SingTel, DBS, Sony and Zone Telecom. In the government sector, she was with the Ministry of Manpower, where she was one of the pioneer managers of strategic manpower planning and was involved in setting up the relationship platforms and processes of the department in relation to other statutory boards and ministries.

In her workshops, Michelle also helps participants to transform the way they speak, write and communicate with a practical inside-out approach. In her many years of communications experience in both private and public sectors, she has presented to and written reports for Ministers, CEOs, Directors and others; groups large and small; and different types of audience as well as in different types of business situations. Michelle is also trained as an image consultant by London Image Institute and Imageworks Asia, accredited by AICI (Association of Image Consultants International) based in United States.

Michelle strives to create learning that inspire, engage and transform individuals and organisations. Her workshops focus not just on the theories of training but more importantly, incorporates a practical yet powerful approach to enable participants to build confidence, apply transforming techniques and improve their workplace performance and capabilities.

Date:
16 Feb 2012
10 May 2012

Course Fees:
S\$420.00

MIS MEMBER:
20% OFF

For Course Enquiries
Web:
www.mis.org.sg/seminars

Email:
seminars@mis.org.sg

Tel:
6327 7586 / 583/ 582

Fax:
6327 9741

51 Anson Road #03-53
Anson Centre (S)079904

REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

Charts & Figures for Sharper Collaterals, Reports & Presentations

16 Feb 2012 10 May 2012 (9.00am to 5.00pm)
S\$420 (subject to 7% GST) **Includes lunch & refreshments**

*Approved for SDF funding

Please indicate if you wish to apply Yes No

Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one) <input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____			

Administrative Details

Registration

Register Online @ www.mis.org.sg/seminars

The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount

Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount

Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit www.skillsconnect.gov.sg.
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call 6327 7586 / 583 / 582.

FOR COURSE ENQUIRIES

Email: seminars@mis.org.sg
 Website: www.mis.org.sg/seminars

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