



MARKETING
INSTITUTE OF
SINGAPORE

Jan - Jun 2012

EXECUTIVE DEVELOPMENT PROGRAMMES

The Leader in Executive Development in Asia

www.mis.org.sg/seminars

Our Partners:



Our Accreditations:



WE SUPPORT



PROGRAMME CALENDAR

Courses	Trainer	Fees		Jan	Feb	Mar	Apr	May	Jun
		MIS Member	Non-Member						
BUSINESS MANAGEMENT WORKFORCE SKILLS QUALIFICATIONS (BM WSQ)									
Developing a Consumer Focused Marketing Message ⁺ NEW!	ACTA Certified	\$800 (Up to 45% Funding available! *)	(Up to 95% Funding available! *)		13 - 14		10 - 11		5 - 6
Developing Strategic Sales & Marketing Plans for Domestic Markets ⁺ NEW!					6 - 7		9 - 10		4 - 5
Effective Customer Acquisition & Retention Strategies ⁺ NEW!				17 - 18		3 - 4		19 - 20	
Essential Negotiation Skills ⁺ NEW!				9 - 10		26 - 27		24 - 25	
Managing Relationship with Customers for Organisational Growth ⁺ NEW!				19 - 20		15 - 16		17 - 18	
Secure Prospect Commitment ⁺ NEW!					6 - 7		9 - 10		4 - 5
Writing Effective Proposals ⁺ NEW!					16 - 17		12 - 13		14 - 15
SALES									
Building & Sustaining an Effective Sales Funnel*	Mohan Kuruvilla	\$336	\$420			16		18	
Coaching for Sales Performance NEW!	Susan Yeow	\$624	\$780		16 - 17			24 - 25	
Effective Selling Skills for Maximum Results*	Cecilia Sim	\$544	\$680	19 - 20			10 - 11		
Enterprise Selling Strategies*	Mohan Kuruvilla	\$624	\$780			12 - 13		14 - 15	
Essential Selling Skills for Non-Sales Professionals NEW!	Stanis Benjamin	\$544	\$680	5 - 6			23 - 24		
Generating Sales Leads for Maximum Customer Acquisition* NEW!	Cecilia Sim	\$544	\$680		7 - 8		17 - 18		
Increasing Sales Appointment & Closing Ratios NEW!	Ho-Tan Whai Aun	\$336	\$420			7		9	
Increasing Sales Productivity & Performance NEW!	Stanis Benjamin	\$544	\$680			5 - 6			4 - 5
Key Account Management – Identifying New Growth Opportunities within Your Customer Base*	Regina Chua	\$704	\$880		6 - 7			28 - 29	
Locking Customers, Blocking Competition*	Mohan Kuruvilla	\$624	\$780			14 - 15		16 - 17	
Managing The Sales Force for Effective Results*	Dr Bob Foo	\$624	\$780				16 - 17		4 - 5
Mastering Professional Image & Customer Communications for Sales Success* NEW!	Michelle Lim	\$544	\$680		23 - 24		19 - 20		
Mastering Sales Negotiation – Achieving Optimal Outcome with Seasoned Buyers*	Regina Chua	\$704	\$880		9 - 10				May31-Jun1
Mastering Telesales*	Stanis Benjamin	\$544	\$680	18 - 19			26 - 27		
Negotiation Skills for Sales & Marketing Professionals* NEW!	Ho-Tan Whai Aun	\$544	\$680		9 - 10		9 - 10		
Sales & Marketing Strategies for Engineers – Aligning Product Development to Customer Needs* NEW!	Tina McDowell	\$544	\$680		6 - 7			3 - 4	
Sales Entrepreneurship for Business Breakthrough* NEW!	Cecilia Sim	\$624	\$780			27 - 28		8 - 9	
Solution Sales Strategies & Skills* NEW!	Stanis Benjamin	\$544	\$680	30 - 31				7 - 8	
Sponsorship Selling – How to Pitch & Win The Deal*	Sandy Cheung	\$336	\$420	30			5		
Successful Channel Management* NEW!	Emily Chua	\$624	\$780			8 - 9		3 - 4	
Techniques to Closing Sales*	Stanis Benjamin	\$544	\$680		6 - 7			10 - 11	
4-hr Cold Calling Clinic	Jensen Koo	\$200	\$250				19		21
MARKETING									
Acquiring & Retaining Customers through Service Marketing* NEW!	Cecilia Sim	\$544	\$680		21 - 22			15 - 16	
Advertising & Promotion on a Shoestring Budget*	Pamela Wigglesworth	\$544	\$680			20 - 21		22 - 23	
Brand Equity & Positioning*	Dr Donald Tan	\$624	\$780		23 - 24			8 - 9	
Challenger Brands: Competing Against the Leader	Mário Braz de Matos	\$624	\$780		6 - 7		16 - 17		
Coaching for Marketing Managers NEW!	Goh Thee Woon	\$624	\$780			15 - 16			21 - 22
Data Mining Essentials 1 – Data Mining Foundation & Predictive Analytics*	Raymond Au	\$336	\$420			22		10	
Data Mining Essentials 2 – Clustering, Market Basket Analysis & Text Mining*	Raymond Au	\$336	\$420			23		11	
Developing A Strategic Marketing Plan*	Cecilia Sim	\$624	\$780			6 - 7			5 - 6
Effective Marketing Strategies*	Cecilia Sim	\$624	\$780		14 - 15				12 - 13
Effective Trade Marketing* NEW!	Graham Carter	\$624	\$780		1 - 2			29 - 30	
Fast Track Digital Marketing Training NEW!	Ang Eu Gene	\$784	\$980						
Fundamentals of Social Media Marketing & Management* NEW!	Ang Eu Gene	\$360	\$450	31				17	
How to Write an Online Marketing Plan – Go where your market is! NEW!	Cecilia Sim	\$624	\$780			13 - 14			26 - 27
Integrated Digital Marketing Strategies* NEW!	Martin Ross	\$544	\$680		23 - 24				7 - 8
Marketing Fundamentals*	Dr Bob Foo	\$624	\$780		27 - 28				11 - 12
Print Ads: What Works & What Doesn't?*	Geoff Tan	\$432	\$540		17				22
Secrets of Email Marketing* NEW!	Thomas Murrell	\$432	\$540	11					
Strategic Marketing Management*	Dr Donald Tan	\$624	\$780				10 - 11		14 - 15
The Nuts & Bolts of Market Research* NEW!	Alphonsus Tan	\$544	\$680			1 - 2		10 - 11	
Trade Show Marketing*	Andrew Ng	\$624	\$780		2 - 3				14 - 15
Unleash the Power of Social Media Marketing* NEW!	Ang Eu Gene	\$360	\$450		1			18	
COMMUNICATIONS									
Advanced Presentation Skills NEW!	Sharlyn Stafford	\$480	\$600		27		27		8
Charts & Figures for Sharper Collaterals, Reports & Presentations* NEW!	Michelle Lim	\$336	\$420		16			10	
Copywriting for Marketing Materials*	Gael Lee	\$624	\$780		23 - 24		12 - 13		
Creating Newsletters for Maximum Impact*	Valerie Valberg-Yeoh	\$624	\$780		2 - 3			3 - 4	
Cross Cultural Communications*	Sharlyn Stafford / Cynthia Craig	\$384	\$480	9		9			
Effective Communication for Increased Productivity*	Lotte Poole	\$624	\$780			26 - 27			
Effective Crisis Management Communications	Braema Mathi	\$432	\$540		14				1
Effective Presentation Skills*	Shirley Han	\$704	\$880		13 - 14	8 - 9	26 - 27	17 - 18	

FOR COURSE ENQUIRIES

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

Tel: 6327 7586 / 583 / 582
Fax: 6327 9741

Address: 51 Anson Road #03-53 Anson Centre
Singapore 079904

JAN – JUN 2012

Courses	Trainer	Fees		Jan	Feb	Mar	Apr	May	Jun
		MIS Member	Non-Member						
Fundamentals of Public Relations* NEW!	Dean Shams	\$544	\$680		20 - 21		24 - 25		
Grammar for Better Business Communication	Valerie Valberg-Yeoh	\$544	\$680	12 - 13			12 - 13		
How to Get Your Story in the News	Robert Conceicao	\$384	\$480	16			30		
Interactive Training Strategies for Improving Performance* NEW!	Dr Thiagi	\$432	\$540	11					
Managerial Communication for Fostering a High-Performance Workplace NEW!	Cecilia Sim	\$624	\$780		28 - 29		24 - 25		
Managing Corporate Social Responsibilities (CSR) Effectively* NEW!	Braema Mathi	\$624	\$780			13 - 14		22 - 23	
Managing Media Relations*	James Suresh	\$624	\$780	16 - 17			16 - 17		
Master Class in Public Relations*	Gregory Tan	\$704	\$880			15 - 16		30 - 31	
Mastering Corporate Communications*	Braema Mathi	\$624	\$780				17 - 18		19 - 20
Mastery in Web Writing NEW!	Lotte Poole	\$624	\$780			28 - 29			
Negotiating with Americans* NEW!	Philip Mendes	\$432	\$540			9			
Speak With Confidence for Personal & Professional Success NEW!	Stanis Benjamin	\$544	\$680			8 - 9			7 - 8
Stand Up Stand Out – Creating a Powerful Personal Brand NEW!	Sharon Connolly	\$544	\$680				17 - 18		6 - 7
Strategic PR Communications*	Gregory Tan	\$432	\$540	30 - 31			2 - 3		
The Power of Persuasion	Shirley Han	\$624	\$780				12 - 13		12 - 13
Understanding & Applying EQ	James Suresh	\$336	\$420		3		9		
Workplace Interpersonal Skills	Cecilia Sim	\$544	\$680			20 - 21		3 - 4	
Writing for Publications*	Gael Lee	\$624	\$780			8 - 9			7 - 8
Writing for Social Media: Engaging the Masses, Encouraging Customer Loyalty* NEW!	Gael Lee	\$336	\$420			1		11	
4-hr Crafting Press Releases for Maximum Impact	Robert Conceicao	\$200	\$250		20			25	
4-hr When the Media Calls: The Do's & Don'ts	Robert Conceicao	\$200	\$250		20			25	
SERVICE EXCELLENCE									
Building a Service Leadership Culture for Business Excellence* NEW!	Michelle Lim	\$336	\$420				12		29
Customer Service – Gaining the Advantage NEW!	Stephanie Lau	\$544	\$680			1 - 2		24 - 25	
Effective Telephone Techniques to Engage & Influence Customers NEW!	Ho-Tan Whai Aun	\$544	\$680			1 - 2			5 - 6
Managing Customer Complaints & Feedback – Writing with Empathy & Tact* NEW!	Michelle Lim	\$544	\$680			22 - 23			14 - 15
Managing Difficult Customers*	Samantha Sim	\$336	\$420	6			18		
Service Recovery Strategies*	Samantha Sim	\$544	\$680			5 - 6		7 - 8	
EVENT MANAGEMENT									
Events Marketing Essentials – Enhance Your Marketing Skill*	Sandy Cheung	\$544	\$680			5 - 6			25 - 26
Executive Certificate in Event Management*	University of Technology Sydney	\$1,840	\$2,300						26 - 29
Executive Development Workshop in Event Risk Management NEW!	University of Technology Sydney	\$1,040	\$1,300				To be confirmed		
Exhibition Marketing – Strategies to Yield More Leads & Sales Onsite*	Sandy Cheung	\$336	\$420			30			29
Planning & Managing Events*	James Suresh	\$624	\$780		21 - 22			21 - 22	
Strategies of Event Marketing & Sponsorship*	Sandy Cheung	\$336	\$420		27			28	
BUSINESS MANAGEMENT									
Business Risks Management*	Grace Chow	\$624	\$780		2 - 3				
Contract Law for Non-Legal Professionals* NEW!	Catherine Tay	\$432	\$540			16			15
Executive Certificate in Sport Management NEW!	Northumbria University	\$2,000	\$2,500	16 - 19					
Finance for Non-Finance Professionals*	Grace Chow	\$624	\$780			5 - 6			4 - 5
Financial Modeling for Marketing Decisions NEW!	Grace Chow	\$624	\$780			1 - 2			28 - 29
Fundamentals of Intellectual Property Management* NEW!	Catherine Tay	\$432	\$540					18	
Strategic Thinking for Developing Business Plan NEW!	Tina McDowell	\$624	\$780				9 - 10		18 - 19
Understanding & Analysing Financial Statements* NEW!	Grace Chow	\$624	\$780			26 - 27			25 - 26
LEADERSHIP									
Change Management	Ross Swan	\$624	\$780	18 - 19			18 - 19		
Creative Problem Solving for Decision Making* NEW!	Raymond Thomas	\$624	\$780	17 - 18			19 - 20		
Effective Management of Innovation, Creativity & Ideation* NEW!	Raymond Thomas	\$704	\$880		21 - 22			3 - 4	
Employee Performance Management for Managers & Leaders NEW!	Lynn Hare	\$624	\$780			7 - 8		3 - 4	
Engaging Your Staff for Maximum Results NEW!	Ross Swan	\$624	\$780		22 - 23			23 - 24	
New Managers, New Leaders Bootcamp* NEW!	Raymond Thomas	\$704	\$880			6 - 7			21 - 22
Personal Leadership – Motivating Self & Others to Achieve Peak Performance* NEW!	Stanis Benjamin	\$624	\$780		27 - 28			21 - 22	
PERSONAL EFFECTIVENESS									
Confidence Boosting: Pushing Yourself for Greater Results & Success	Maria Kassova	\$384	\$480	27			5		
Design Thinking – A Creative Approach to Problem Solving* NEW!	Christopher Long	\$544	\$680		28 - 29				21 - 22
Humour @ Work NEW!	James Suresh	\$336	\$420		13				4
Innovation @ Work	James Suresh	\$336	\$420				4		11
Managing Stress & Achieving Wellness	James Suresh	\$544	\$680			19 - 20			18 - 19
Time & Stress Management	Samantha Sim	\$336	\$420			2		9	
4-hr Goal Setting: Goal Breaking for Great Success	Maria Kassova	\$200	\$250		13			14	

* Approved for SDF funding. + For employer-sponsored Singaporeans and PRs only.

^ For employer-sponsored Singaporeans aged 35 years old & above, earning \$1,700 or less a month. Terms & Conditions Apply. Visit www.skillsconnect.gov.sg or contact us for details.

Please note that all details are correct at the time of printing. Kindly refer to www.mis.org.sg/seminars or email us for the latest course schedules.

For detailed course outlines or to register, please go to www.mis.org.sg/seminars.
Courses can be custom-designed to meet your unique training needs.



MARKETING
INSTITUTE OF
SINGAPORE

REGISTRATION FORM

Executive Development Programmes



**GROUP BOOKING
DISCOUNT**

**MIS MEMBER
DISCOUNT**

PARTNERS DISCOUNT

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

Individual Members and all employees of Corporate Members are entitled to 20% discount.

SAFRA members and Citibank Instant Discount Program cardholders are entitled to 10% discount.

Closing Date for Registration: 2 weeks prior to course commencement

- Individual
- MIS Member
- Yes! I am claiming SDF grant for the pre-approved courses (Please tick if applicable)
Please submit the SDF grant application via www.skillsconnect.gov.sg.
- Company Sponsored
- Non-Member

Course Title	Course Date
Company	MIS Membership No.(if any)
Address	Postal Code
Contact Person	Designation
Tel	Fax
	Email

I would like to register for the following participants:

Name	Designation	Email	Tel
Name	Designation	Email	Tel
Name	Designation	Email	Tel
Name	Designation	Email	Tel

Total fees payable (incl. 7% GST): \$ _____ Bank/Cheque No: _____

HOW DID YOU COME TO KNOW ABOUT THIS COURSE? (Please tick where applicable)

- e-Newsletter (pls specify origin/name of sender): _____
- Trade associations/chambers (pls specify): _____
- Print ad (pls specify title of publication): _____
- Search engines (e.g. Yahoo, Google)
- MIS website
- i-Marketer portal
- Received brochure through direct mailing
- Received brochure at event (pls specify): _____
- The Singapore Marketer/e-Marketer
- Recommended by HR/Sales/Marketing Colleagues/Friends/Word-of-Mouth
- 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, Fax or Phone

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.

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

For more information, please visit www.skillsconnect.gov.sg, or contact:
Singapore Workforce Development Agency Tel: (65) 6883 5885
Email: wda_skillsconnect_helpdesk@wda.gov.sg

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.

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.

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.

**FOR COURSE
ENQUIRIES**

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