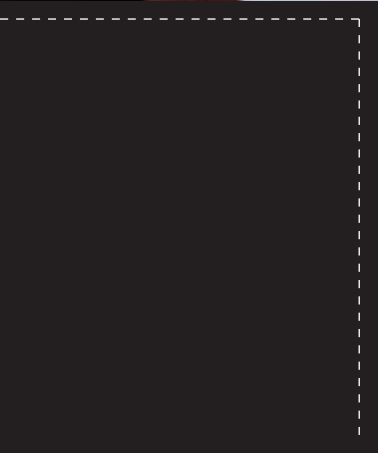




“

Marketing takes a day to learn.
Unfortunately it takes a lifetime to master.

Philip Kotler, Marketing Guru



Suntec Singapore
18th & 19th November 2008

www.brandcouturecongress.com



Brands are not only employed in driving organisation revenue, they are also one of an organisation's most valuable intangible assets in driving reputation, enabling the most favourable competitive context such as attracting a talented workforce, easy access to inexpensive capital, and good press coverage. It has the ability to create and secure value as it has a massive impact on customers' decision-making process.

For decades, awareness- and brand-building activities were enough to define marketing's mission and role in an organisation - and to justify its budget. Over the last few years, improvement of marketing ROI and branding have been identified as both THE key objective and biggest challenge, with many marketing professionals hoping that improved measurements will translate into improved profits.

To stay ahead of the game, 21st century marketers need to be better than good.

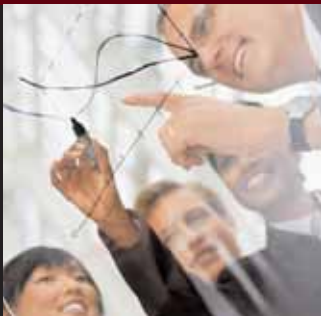
Brand Couture congress, brought to you by marcus evans, brings together the leaders in the fields of marketing from various industries at one venue to share their expertise and experiences on how to tackle the issues facing the marketing profession today. Through keynote speeches, roundtable discussions, think-tank sessions, debate and informal discussions, marketing professionals will acquire the art of branding and master the science of marketing. Brand Couture marks the beginning of the evolution that will shake and shape the marketing world.

In today's competitive business environment, the main driver of success is the use of effective and innovative marketing strategy and initiatives. Marketers are required to communicate effectively with key stakeholders and maintain brand integrity, whilst striving to capture market share. Companies which succeed in doing these will deliver a sustainable impact to the bottom line for years to come.



Key benefits of attending:

- Attend innovative congress sessions that outline strategies to maximise the profitability of your company
- Maximise your limited marketing budget by listening to best practices on achieving and reporting ROI
- Learn to target and reach your customers more efficiently by the use of alternative advertising methods
- Hear innovative case studies on managing and developing your brands
- Network with marketing executives, focused group of your peers to discuss and debate strategies and develop future business contacts
- Meet with leading solution providers to gain solutions to your most pressing business challenges
- Maximise your time spent at the event by attending keynote presentations, case study sessions, meetings and networking activities



Programme agenda:

- Stream One: Executive Strategy
- Stream Two: Brand Ombudsman
- Stream Three: New Age Media & Advertising
- Stream Four: Executive Strategy - Part Two
- Stream Five: Brand Ombudsman - Part Two
- Stream Six: New Age Media & Advertising - Part Two

Who should attend:

Chief Marketing Officers, EVPs, SVPs, VPs and senior-level Executives in one or any of the following areas:

- Sales & Marketing
- Media Management
- Business Development
- Corporate Communications
- Customer Insights
- Marketing Communications
- Corporate Reputation/Image
- Advertising Management
- Branding/Brand Management
- Public Relations Management
- Promotions

From

- FMCG
- Automobile
- High-Tech
- Luxury
- Transport & Storage
- Banking & Financial Services
- Food & Beverage
- IT & Telecommunications
- Retailing
- Business & Professionals

exposure



Speakers from top 100 global brands

- Accenture Marketing Sciences** | Senior Representative
- Adidas Asia Pacific** | Celine del Genes, Director of Sport Performance Brand Marketing
- Asia Pacific Breweries Singapore** | Edmond Neo, General Manager - Group Commercial
- Brand Image** | Jim Warner, Managing Director, Industrial Design
- Coca-Cola Asia Pacific** | Linda Kovarik, Regional Creative Director
- Dentsu Young & Rubicam** | James Lofthouse, Head of BrandAsset™ Consulting
- DHL Asia Pacific** | Jonathan Webster, Director - Corporate Communications, Asia Pacific
- Digi Telecommunications Malaysia** | Tom Schnitker, Chief Commercial Officer
- Emirates NBD** | David Bennett, Head of Brand Strategy
- Fonterra Brands** | Sam Ahmed, Global Brand Director, Anlene
- GlaxoSmithKline India** | Shubhajit Sen, Vice President of Consumer Healthcare
- Great Eastern Life Assurance Malaysia** | Loke Kah Meng, Chief Marketing Officer
- Harris Interactive** | Senior Representative
- HBO South Asia** | Shruti Bajpai, Country Manager
- Hewlett-Packard Asia Pacific & Japan** | Ajay Mohan, Vice President of Marketing & SMB, Personal Systems Group
- ING Asia Pacific** | Karen Williams, Head of Corporate Communications, Asia
- Interwoven Singapore** | Siva Ganeshanandan, Marketing Director, Asia Pacific
- Jaeger LeCoultre South East Asia** | Xavier Dufoix, Managing Director
- Jet Airways** | Gerry Oh, Regional Vice President, South East Asia
- Johnson & Johnson Vision Care** | Li Ting Low, Senior Regional Interactive Marketing Manager
- Lenovo Australia & New Zealand** | Yu Dan Shi, Chief Marketing Officer
- LG Electronics Malaysia** | R Paramesvaran, Marketing Director
- Microsoft Malaysia** | Yasir Yousuff, Chief Marketing Officer
- Microsoft Singapore** | Hareesh Khoobchandani, Business Marketing Officer
- National Geographic Channel Asia** | Basil Chua, Marketing Director
- NEC Asia** | Vina Ip, Marketing Director
- Panasonic Malaysia** | Azizah Wahid, Head of Corporate Communications & Branding
- Philips Electronics Asia Pacific** | Sajin Varghese, Regional Director - Corporate Communications & Brand Management
- PostClick Australia** | Tasneem Ali, General Manager
- Provocateur** | Charmaine Cruz, Chief Executive Officer
- StarHub** | Darren Choo, Director of Customer Insight, Integrated Products & Marketing
- St George Bank Australia** | Sivea Pascale, Head of Corporate Marketing
- Synovate** | Radhecka Roy, Director, Qualitative Research
- TMRC Research & Strategy** | Holger E. Metzger, Managing Director
- TMRC Research & Strategy** | Shirley Hao, Senior Qualitative Director
- Toyota F1 Team** | Andy Fuchs, Chief Marketing Officer
- Unilever China** | Joanna Wang, Vice President, Beauty Care Business Unit
- Unilever Singapore** | Siddharth Banerjee, Regional Marketing Operations Manager, Home & Personal Care, Asia AMET
- Unilever Thailand** | Rohit Jawa, Regional Category Vice President (Laundry Products) & Global Brand Vice President (Radiant)
- Value Pitch Interactive** | Senior Representative
- Zuji** | Philip Ho, General Manager, Singapore & Taiwan



Our Business Partners

Acknowledgement

We would like to thank all the world-leading visionaries, solution providers, associations, operators, end-users and delegates within the marketing & branding industry from Singapore and around the world who have contributed to and supported the Brand Couture Congress 2008. We would particularly like to mention our speakers for their help in the research behind the event and also our sponsors for their continued support and commitment.

On behalf of marcus evans we hope you have a rewarding, enjoyable and productive time. Both of us personally look forward to meeting you all and working with you at our future congresses planned in 2008.

See you in November!

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Day One, 18th November 2008

0830	Registration & Exhibition hall tour
0900	Opening address
0930	Plenary Address One : The PC made personal again Ajay Mohan Vice President of Marketing & SMB, Personal Systems Group Hewlett-Packard Asia Pacific & Japan
1000	Plenary Address Two : Winning big by failing small Charmaine Cruz Chief Executive Officer Provocateur
1030	Networking morning refreshments
1100	Plenary Address Three : Branding in motorsports Andy Fuchs Chief Marketing Officer Toyota F1 Team
1130	Plenary Address Four : Session title to be advised Jim Warner Managing Director, Industrial Design Brand Image
1200	Plenary Address Five : Rising to the challenge in becoming the marketing version of the CEO David Bennett Head of Brand Strategy Emirates NBD
1230	Networking lunch and exhibition

Stream I : Executive Strategy

1345	Driving growth through effective marketing programmes <ul style="list-style-type: none"> Mastering the knowledge and skills in achieving sustainable revenue via marketing deliverables Evaluating existing marketing strategy and product offerings to determine relevance Upgrading products and services to keep up with ever changing consumer requirements Gerry Oh Regional Vice President, South East Asia Jet Airways
1430	From data to business <ul style="list-style-type: none"> Capturing real-time information gathering that affect the outcomes of campaigns Understanding how to mine data and take it from all the different silos within the organization for complete access and better planning Leveraging market research to win customers, business and market share Intelligently profiling your existing customer base to develop new product ideas Darren Choo Director of Customer Insight, Integrated Products & Marketing StarHub Radhecka Roy Director, Qualitative Research Synovate
1515	Afternoon refreshments
1545	If you know others and know yourself, you will not be imperilled in a hundred battles - Sun Tzu <ul style="list-style-type: none"> Utilising competitive analysis to secure market leadership Maximising core strengths in creating competitive advantage Developing market strategies to tactically counter opposing offers Loke Kah Meng Chief Marketing Officer Great Eastern Life Assurance Malaysia
1630	Brand-driven innovations or break-through innovations? Place your bets now <ul style="list-style-type: none"> Insights on orchestrating a brand communications strategy that fosters a shared purpose agenda across the company Best practices in creating an integrated brand experience that builds a bridge between shareholder interests and stakeholder interests Uncovering the ROI behind corporate reputation management Sajin Varghese Regional Director Corporate Communications & Brand Management Philips Electronics Asia Pacific
1715	Capitalising on behavioural marketing to target and increase sales <ul style="list-style-type: none"> Focusing on data analysis to determine customer triggers to purchasing for sales teams to action upon Increasing the response time for sales teams to react dynamically to provide better service Leveraging on consumer insights to test new products without having to spend substantial amounts on consumer testing R Paramesvaran Marketing Director LG Electronics Malaysia
1800	End of Day One

Stream II : Brand Ombudsman

1345	The evolution of the branding battlefield <ul style="list-style-type: none"> Understanding the brands new powerful role across the organisation Aligning business strategies with brand strategies Building a brand driven organisation Synchronising branding with organisational culture Shruti Bajpai Country Manager HBO South Asia
1430	Transforming employees from awareness to ambassadorship <ul style="list-style-type: none"> Maximising the employee "Purchase Funnel" Strengthening brand promise and brand delivery Living the brand lifestyle James Lofthouse Head of BrandAsset™ Consulting Dentsu Young & Rubicam
1515	Afternoon refreshments
1545	Bringing a new brand to life in a market with established brands <ul style="list-style-type: none"> How does new brand survive? Creating strategic differentiation Determining brand essence The practical reality of implementation Yu Dan Shi Chief Marketing Officer Lenovo Australia & New Zealand
1630	One brand, one message <ul style="list-style-type: none"> Aligning marketing strategy to corporate strategy Expressing your brand's vision through effective brand strategy Establishing the relationship between brand strategy and brand vision Utilising brand strategy to ensure consistency in your brand behaviour Celine del Genes Director of Sport Performance Brand Marketing Adidas Asia Pacific
1715	Capturing and delivering a consistent and clear value proposition to all channels and customers <ul style="list-style-type: none"> Building a consistent message for the brand Securing buy-in from stakeholders to ensure compliance Improving the level of staff competency to deliver what your brand promises Harmonising all levels of communication touch points to provide an integrated brand experience Xavier Dufoix Managing Director Jaeger LeCoultre South East Asia
1800	End of Day One

Stream III : New Age Media & Advertising

1345	Balancing media buying in the age of media explosion <ul style="list-style-type: none"> Facilitating better media buying in an era of the media boom Discovering advertising and new direct marketing tactics that work Is television still a viable method of peaking customer interest in the product? The new frontier in marketing: the digital media and making the change from traditional media to rich media Identifying best practices in implementing and using new media Creating high definition new media content Linda Kovarik Regional Creative Director Coca-Cola Asia Pacific
1430	Integrating mobile channels to your marketing mix in creating effective marketing programmes <ul style="list-style-type: none"> Addressing the relevance of mobile marketing in today's society and whether companies should focus on this channel Elaborating on push vs pull mobile marketing and the benefits of each approach to your marketing goals Taking a hard look at the numbers determine whether mobile marketing actually produces better returns as compared to other media Siva Ganeshanandan Marketing Director, Asia Pacific Interwoven Singapore
1515	Afternoon refreshments
1545	Crafting a scalable digital media strategy to improve marketing efficiency <ul style="list-style-type: none"> Determining the need for a digital media strategy and the options available to the marketer Comparative analysis of Pay-Per-Click, banner advertising and search engine optimisation Incorporating digital media into company's existing media mix to achieve the best returns Sam Ahmed Global Brand Director, Anlene Fonterra Brands
1630	Exploring the benefits of interactive marketing by efficiently transforming customer awareness into company revenue <ul style="list-style-type: none"> Examining how interactive marketing engages and cuts through the crowd to the target market Building 'call for action' into online campaigns to incentivise customers into purchasing Establishing the effectiveness and cost of conversions Li Ting Low Senior Regional Interactive Marketing Manager Johnson & Johnson Vision Care
1715	Utilising mobile marketing in reaching the ever mobile customer <ul style="list-style-type: none"> Elaborating on push vs pull mobile marketing Implementing disruptive marketing methods to cut through the clutter and reach out to your target audience Appraising and evaluating the effectiveness of mobile advertising Senior Representative Value Pitch Interactive
1800	End of Day One

0900	Re-registration
0930	Plenary Address One : Global brand stewardship in Asia Rohit Jawa Regional Category Vice President (Laundry Products) & Global Brand Vice President (Radiant) Unilever Thailand
1000	Plenary Address Two : Thought leadership as a strategic marketing differentiator Senior Representative Harris Interactive
1030	Networking morning refreshments
1100	Plenary Address Three : Winning hearts and capturing minds Tom Schnitker Chief Commercial Officer Digi Telecommunications Malaysia
1130	Plenary Address Four : Back to Basics Senior Representative Accenture Marketing Sciences
1200	Networking lunch and exhibition

Stream IV : Executive Strategy

1330	Think global, market local <ul style="list-style-type: none"> Tailoring offerings to appeal to local cultures and traditions to win acceptance Focusing on communicating the core values of a company in developing community spirit Leveraging international reputation as a premium to drive sales Basil Chua Marketing Director National Geographic Channel Asia
1415	Examining the marketing impact on business profitability <ul style="list-style-type: none"> Measuring ROI of a unique idea or a positioning strategy that is difficult to accomplish... what is the ROI on intangibles such as ideas? Effectively measure ROI to ensure the marketing spend is effective and efficient Tracking, planning and forecasting - keys to winning the numbers game and proving ROI Joanna Wang Vice President, Beauty Care Business Unit Unilever China Holger E. Metzger Managing Director TMRC Research & Strategy Shirley Hao Senior Qualitative Director TMRC Research & Strategy
1500	Afternoon refreshments
1530	Maintaining effectiveness in a climate of increasing costs and reducing budget <ul style="list-style-type: none"> Creating a winning marketing plan by maximising limited resources Reviewing marketing strategy, implementation and execution to determine areas of improvement Delivering cost-effective marketing through a thorough analysis of media ROI Leveraging existing marketing campaigns and contacts to build marketing capability Yasir Yousuff Chief Marketing Officer Microsoft Malaysia
1615	Successfully demonstrating and reporting marketing ROI Research has shown that board members believe most CMOs are doing a poor job in proving marketing ROI. Join this session to discover ways in quantifying and measuring the value of your marketing programmes and investments. Sivea Pascale Head of Corporate Marketing St George Bank Australia
1700	Reinventing your marketing organisation <ul style="list-style-type: none"> Aligning the objective of your marketing organisation with corporate strategy Developing a performance driven marketing team with qualified, motivated talent Implementing continuous education and development in order to create a competitive marketing organisation Shubhajit Sen Vice President of Consumer Healthcare GlaxoSmithKline India
1745	End of Congress

Stream V : Brand Ombudsman

1330	Branding through sports sponsorship <ul style="list-style-type: none"> Establishing an effective sports sponsorship programme Obtaining buy in from key stakeholders Engaging with the media Evaluating the results of sports sponsorship Karen Williams Head of Corporate Communications, Asia ING Asia Pacific
1415	Defending your brand in the virtual world <ul style="list-style-type: none"> Efficiently monitoring the internet for negative publicity as an early warning Assessing threat level in determining optimum response action to be undertaken Discovering ways in protecting your brand equity effectively Hareh Khoobchandani Business Marketing Officer Microsoft Singapore
1500	Afternoon refreshments
1530	CSR - more than just community service <ul style="list-style-type: none"> Examining its relationship with your brand and bottom line Aligning community investment with business strategies Benefiting from internal leadership development, increased employee satisfaction and positive branding opportunities Utilising the suitable CSR strategies to protect and enhance brand reputation Protecting and enhancing -Securing competitive advantage and boosting brand value in the global market Azizah Wahid Head of Corporate Communications & Branding Panasonic Malaysia
1615	Mastering the art of communicating crisis by creating consistent and credible communication practice <ul style="list-style-type: none"> Enhancing media relations during turbulent times Analysing the critical role of investor relations in sustaining reputation Drawing up effective IT strategies to protect your organisation from reputational loss in this volatile market condition Jonathan Webster Director, Corporate Communications, Asia Pacific DHL Asia Pacific
1700	End of Congress

Stream VI : New Age Media & Advertising

1330	Capturing market share through the use of experiential marketing <ul style="list-style-type: none"> Learn how experiential marketing is cutting through the clutter to reach your customer Integrating experiential marketing into your marketing plans to boost marketing effectiveness Measuring and quantifying the benefits to the business Edmond Neo General Manager - Group Commercial Asia Pacific Breweries Singapore
1415	Debate session: Can social media deliver? <ul style="list-style-type: none"> Understanding the drivers of social media usage in the various countries Determining whether blogs, community sites, Facebook or MySpace are suitable channels by which to market Qualifying the strengths and weaknesses of company blogs and social media to determine the media efficacy Evaluating the benefits and pitfalls in marketing using the medium Tasneem Ali General Manager PostClick Australia
1500	Afternoon refreshments
1530	360° Measurement of B2B Online Marketing Performance <ul style="list-style-type: none"> Obstacles of B2B companies in buying that digital concept Transforming your e-DM from a spam to a revenue/lead generation machine Tangible, intangible and stretchable returns of online advertising, editorial and sponsorship Making the most of your web presence Involvement and support from all levels of the organisation Vina Ip Marketing Director NEC Asia
1615	Old methods, new ideas <ul style="list-style-type: none"> Creating and engaging powerful advertising via traditional media channels Re-evaluating your target customers to determine the value of traditional advertising to your marketing mix Examining successful examples of advertising Recognising key attributes of successful advertising to enhance your campaigns Siddharth Banerjee Regional Marketing Operations Manager, Home & Personal Care, Asia AMET Unilever Singapore
1700	Influencing the influencer <ul style="list-style-type: none"> Capitalising on word of mouth (WOM) marketing to develop buzz Identifying and understanding your most influential customers Tips and techniques in winning your customer over to market for you Examining tools to measure, evaluate and drive campaign effectiveness Philip Ho General Manager, Singapore & Taiwan Zuji
1745	End of Congress

Brand Couture Congress

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Suntec Singapore
18th & 19th November 2008

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VENUE: SUNTEC SINGAPORE
DATE: 18TH & 19TH NOVEMBER 2008

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Please select conference streams that you would like to attend:

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Payment Method

Payment is required within five (5) days of receipt of the Delegate signed agreement

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Delegates shall be liable to pay any and all costs and expenses incurred by marcus evans in enforcing any term of, or collecting under, this Agreement, including reasonable legal fees, costs, expenses and collection fees and expenses. On all amounts not paid when due, Delegates shall also be liable to pay interest. Interest shall accrue at the rate of 4% above the base rate chargeable by HSBC Bank in Singapore. Time is of the essence with respect to payments under this Agreement.

Delegate information is kept on marcus evans group companies database and used by marcus evans group companies to assist in providing selected products and services which maybe of interest to the Delegate and which will be communicated by letter, phone, fax, (inc. automatic dialing) email or other electronic means. If you do not want marcus evans to do this please tick this box []. For training and security purposes telephone calls maybe recorded.

If any provision of this contract is deemed to be unenforceable, the remaining terms of this contract shall be enforceable to the fullest extent of the law. This Agreement shall be binding on all parties upon execution and delivery thereof. Delivery by facsimile shall constitute delivery.

This contract shall be governed by and construed in accordance with Singapore law and the parties hereby submit to the exclusive jurisdiction of the courts in Singapore in respect of or arising from this contract. However marcus evans only is entitled to waive this right and submit to the jurisdiction of the courts in which the Delegate's office is located.

"marcus evans": **Marcus Evans** (Singapore) Inc

Delegate Registration Agreement ("Agreement")

1. Fees are inclusive of program materials and refreshments.

2. Payment Terms: Following completion and return of the registration form, full payment is required within 5 days from receipt of invoice. PLEASE NOTE: payment must be received prior to the Congress date. A receipt will be issued on payment. Due to limited Congress space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time.

3. Cancellation/Substitution: Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by marcus evans (as defined above). Cancellations must be received in writing by mail or fax six (6) weeks before the Congress is to be held in order to obtain a full credit for any future marcus evans Congress. Thereafter, the full Congress fee is payable and is nonrefundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the Congress. Nonpayment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that marcus evans will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, marcus evans decides to cancel or postpone this Congress, marcus evans is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The Congress fee will not be refunded, but can be credited to a future Congress. Event program content is subject to change without notice.

4. Copyright etc: All intellectual property rights in all materials produced or distributed by marcus evans in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is prohibited.

5. Data Protection: Client confirms that it has requested and consented to marcus evans retaining client information on marcus evans group companies database to be used by marcus evans groups companies and passed to selected third parties, to assist in communicating products and services which may be of interest to the client. If the client wishes to stop receiving such information please inform marcus evans local office or email gleavep@marcusevansuk.com. For training and security purposes telephone calls may be recorded.

6. Important note. While every reasonable effort will be made to adhere to the advertised package, marcus evans reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that marcus evans permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to six months to be used at another marcus evans event. No refunds, part refunds or alternative offers shall be made.

7. Governing law: This Agreement shall be governed and construed in accordance with the law of Singapore and the parties submit to the exclusive jurisdiction of the Singapore Courts in Singapore. However, marcus evans only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.

8. Client hereby acknowledges that he/she specifically authorizes that marcus evans charge the credit card listed above for the amount provided herein; that this Contract is valid, binding and enforceable; and that he/she has no basis to claim that any payments required under this Contract at any time are improper, disputed or unauthorized in any way. Client acknowledges that they have read and understood all terms of this contract, including, without limitation, the provisions relating to cancellation.

