

DEFINING SUCCESS IN A CONNECTED WORLD

31 March 2010,
Thursday
6.30 - 9.00pm
MIS Executive Club
MIS Member - \$20
Non Member - \$35
MIS Student -
Complimentary

The purpose of advertising is to 'Sell'. The challenge, as was famously put, is to figure out which 'half' actually sold. In a small and highly developed market like Singapore, the opportunity cost of a bad advertising strategy can be high. Marketers and their partners are very adept at putting together traditional media measures that define campaign output like GRPs, reach and frequency. However, linking it to real sales and optimizing the campaign is not universally done. As a highly wired and prosperous Asian nation, Singapore stands at the intersection of old and new media consumption. Before we know it, the NGBN will be upon us, and with it, a whole new way of consuming media and interacting with others. Will we still advertise and measure our campaign success in the same way if consumers could 'click away' from our print ads or TV commercials?

ABOUT THE SPEAKER - BHARAD RAMESH, DEPUTY LEADER, MINDSHARE SINGAPORE



Bharad Ramesh brings more than a dozen years of varied industry and market experiences across telecom consulting and the media agency business in India, US, China, and now Singapore. As Deputy Leader, Mindshare Singapore, Bharad manages some regional clients, and is responsible for driving agency innovation and media trading locally.

Prior to this, he was the national tactical planning director for Mindshare China, managing TV investments for some of China's largest advertisers. Bharad is a winner of the WPP Atticus award for thought-leadership in 2005. He was also listed as 'Rising Stars under 35' in Marketing Magazine Singapore. Bharad calls Singapore home, and is currently on a quest to discover it on his trusty old motorbike.

PROGRAMME HIGHLIGHTS | 6.30 - 7.30PM REGISTRATION & NETWORKING (LIGHT DINNER WILL BE PROVIDED) | 7.30 - 8.30PM PRESENTATION TALK | 8.30 - 9.00PM Q&A SESSION

Registration Form

Marketing Guru Talk

Registration Fees:

MIS Member : **S\$20** Non member : **S\$35**

MIS Student: Complimentary

(Light dinner will be provided)



MARKETING
INSTITUTE OF
SINGAPORE

Event: Defining Success in a Connected World by Bharad Ramesh on 31 March 2010

Participant(s) Information

| Name of Delegates/NRIC | Designation | Email: | Contact No: |
|------------------------|-------------|--------|-------------|
| 1. _____ | _____ | _____ | _____ |
| 2. _____ | _____ | _____ | _____ |
| 3. _____ | _____ | _____ | _____ |

MIS Corporate Member No: _____

MIS Membership No: _____ MIS Student Non Member

Address : _____
_____ Postal Code _____

Company: _____

Contact Person: _____

Contact No: _____ (O) _____ (HP)

You may submit your registration form via fax: 6327 9741, email: membership@mis.org.sg

Or post it to: 51 Anson Road, #03-53 Anson Centre, Singapore 079904 (**Attn: Wendy Ching**)

For more information, you may contact: Huling/Wendy/Ariane @ 6327 7593/ 592/ 591

Method of Payment

Total Amount Payable: \$ _____ (**Please make payment before the event**)

Cheque No: _____ Bank Name: _____

(Payable to **Marketing Institute of Singapore**)

Kindly indicate your **Name**, Membership No (if any), Contact Number and Event Title behind the cheque.

Credit Card : AMEX MasterCard VISA

Cardholder's Name: _____

Issuing Bank : _____

Card No: _____ CVV No: _____

Expiry Date : _____ (MM/YY)

Signature : _____

Official Use:

Receipt No: _____ Acknowledgement Sent: _____