

MOBILE TRENDS, AND HOW IT WILL AFFECT YOUR MARKETING STRATEGY

The adoption of mobile devices has reached phenomenal proportions. As of June 2010, mobile subscribers worldwide reached 5 billion and were estimated to increase exponentially. By 2015, the sale of mobile devices is estimated to outnumber desktop PCs by 2 to 1.

More and more people are expecting to be able to get information at a moment's notice, anywhere, at any time of the day. Is your marketing strategy ready for the mobile age? What will you change to market your products and services on the mobile platform? By knowing the upcoming trends in the mobile platform, you will be able to position yourself to better market your products and services.



**7 MAY 2012, MONDAY,
6.30PM - 9.00PM
@ MIS EXECUTIVE CLUB**
(51 Anson Road, #03-53 Anson Centre, S079904)

MEMBER: \$20 | PARTNER: \$30 |
NON-MEMBER: \$35 |
PUBLIC TERTIARY INSTITUTION STUDENT*: \$10

*This includes all students from NUS, NTU, SMU,
NYP, NP, SP, TP and RP only.



Peter Goh

Peter has over 18 years' experience developing software for international and local brands like Nokia, LG Mobile, KBox, Starhub, eBay, Fancl and Heinz. Always keen to try new things, he is constantly developing revolutionary software that is on the bleeding edge of technology.

Over the years, Peter has seen many SMEs struggle to keep up with the latest marketing innovations because not everyone has big budgets to develop complicated mobile apps. He has simplified the process of developing mobile apps, so that he can help even the smallest SME reach out to their target market on mobile devices.



Registration Form

Marketing Guru Talk

Registration Fees:

MIS Member : \$20 Non member : S\$35
MIS Partner : \$30 MIS Student: Complimentary
Public Tertiary Institution Student: \$10



Event: Mobile Trends, and How It Will Affect Your Marketing Strategy – 7 May 2012

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: Huiling/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: _____