

NATIONAL SALES & MARKETING CONGRESS 2010

THE NEXT GENERATION OF CUSTOMERS

ENGAGE, SELL & RETAIN FOR SUSTAINED PROFITABILITY



29 & 30 NOV
8.30AM - 5.30PM
CARLTON HOTEL SINGAPORE

ORGANISED BY



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NATIONAL SALES & MARKETING CONGRESS 2010


DAY 1 | 29 NOV 2010, MONDAY | 8.30AM – 5.30PM | CARLTON HOTEL SINGAPORE

8.00am Registration & Morning Refreshments










9.20am  **Opening Ceremony Address by President, MIS Executive Council**
Mr Loh Kwong Cheng

9.25am  **Key Note Speaker: Back to the Future: The Evolution of Digital Advertising in Emerging Markets**
Julian Persaud
Managing Director, Google Southeast Asia

10.40am Networking Coffee Break 1

11.10am  **Key Note Speaker: Is The Web(Site) Dead?**
Haresh Khoobchandani
Chief Marketing Officer, Consumer & Online, Microsoft Asia Pacific

12.25pm Networking Lunch
Free Media Skills Assessment by Paul Carr Media

	SOCIAL MEDIA MARKETING (S1)	SALES (S2)	PUBLIC RELATIONS (S3)
1.25pm	 How to Really Mess Up On Facebook – Common Industry Mistakes Ryan Lim <i>Founder and Business Director, Blugrapes</i>	 Sustainable Selling – Are You Getting Enough Referrals? Tom Abbott <i>President and Founder, Soho Sales Coaching</i>	 The Credible Spokesperson: An Oxymoron? Kathy O'Brien <i>Managing Director, Red Shoe Communications</i>
2.40pm	 Beyond Google - Focusing on Social Conversations Eddie Chau <i>Founder and CEO, Brandtology</i>	 Top Ten Things Sales People Must Do Tim Egold <i>Managing Director, Dale Carnegie Training®</i>	 What Contributes To Sustained Profitability – Public Relations or Marketing? K Bhavani <i>Director of Public Communications Ministry of Information, Communications and the Arts</i>
3.55pm	Networking Coffee Break 2		
4.25pm	 Content and Conversation Kalyan Ram Challapalli <i>Director Strategy, Leo Burnett Singapore</i>	 How To Attract Sales And Get Clients To Call You Kenneth Kwan <i>Principal Trainer, Deep Impact</i>	 Inside Out – Best Way Forward For Public Relations Braema Mathi <i>Principal Consultant, BM Works</i>
5.40pm	End of Conference Day 1		
6.00pm	Networking Cocktail Session At The Loof		

NATIONAL SALES & MARKETING CONGRESS 2010

DAY 2 | 30 NOV 2010, TUESDAY | 8.30AM – 5.30PM | CARLTON HOTEL SINGAPORE

8.00am Registration + Morning Refreshments

SOCIAL MEDIA MARKETING (S1)



YouTube – A New Audience Unveiled

Gap Kim

Agency Business Leader,
Asia Pacific
Google Singapore

SALES (S2)



Performance Conversations: How To Guarantee Better Results From Your Sales Team

Tony Latimer, MCC

Master Executive Coach,
Asia Pacific Corporate
Coach Institute

PUBLIC RELATIONS (S3)



Why Journalists Hate Marketing And Sales People: The Inside Story of Singapore Media

Ravi Veloo

Managing Director,
The Media Campus

9.00am

10.15am

10.45am



Social Media Monitoring Across Asia

Simon Ashwin

Head of Social Media &
Production Services - Asia
Pacific, China, India (APCI),
GroupM



The Importance of EQ in Sales

Iain Ewing

CEO and Principal Trainer,
Ewing Communications
Pte Ltd



The Media Needs You - To Write, Present And Speak. Are You Ready?

Paul Carr

Founder and CEO,
Paul Carr Consultancy

12.00pm

Networking Lunch

Free Media Skills Assessment by Paul Carr Media

1.15pm



Interplay – How Different Digital Disciplines Work Together

Shalabh Pandey

Global Head of Media,
BLUE Interactive



Sell The Brand!

Jerome Joseph

Head Brand Coach,
Brand One Pte Ltd



The Wonderful World of Influence – We Should Talk!

Kalai Natarajan

Director, Consumer
Marketing Practice,
Ogilvy Public Relations
Worldwide

2.30pm



ROI for Social Media Marketing – How Do You Really Measure?

Eu Gene Ang

Chief Executive Officer,
Clickmedia Pte Ltd



Sell Eyeballs. Sell Engagement. Sell Solutions. But For Goodness' Sake, Don't Sell Inventory!

Geoff Tan

Senior Vice President
Head - Strategic Marketing
Marketing Division,
Singapore Press Holdings



The Power of PR In Marketing & Branding A World Class Event

Dato Sharifah Md Ismail

President, Institute of
Marketing Malaysia

3.45pm

4.15pm



Measuring Your Customers' Experience In A World Of Social Media

Manoj Sharma

CEO, ManojSharma.com



Sales Strategies For Winning And Retaining Customers Across Different Cultural Landscapes

Rohan Vaidya

General Manager,
A P South
InfoPrint Solutions
Company



Moving Beyond Boundaries – Developing Effective Regional Strategies And Campaigns That Excite and Engage Audience Across Geographies

Anubha Pandey

Account Director,
Fleishman- Hillard,
Singapore

5.30pm

End of Conference Day 2



**The National
Body for Sales
and Marketing**

MARKETING
INSTITUTE OF
SINGAPORE

51 Anson Road, Anson Centre #03-53 Singapore 079904
Tel: 6327 7591 / 592 / 593 Fax: 6327 7588

**EARLY BIRD
DISCOUNT 15% OFF**
when you register before 13 November 2010

NATIONAL SALES & MARKETING CONGRESS 2010

29 & 30 NOV 2010 CARLTON HOTEL SINGAPORE

5 Easy Ways To Register

Tel : (65) 6327 7591 / 6327 7592 / 6327 7593
Fax : (65) 6327 9741
Email : membership@mis.org.sg
Web : www.nsmc.org.sg
Post : Marketing Institute of Singapore
51 Anson Road, #03-53 Anson Centre, Singapore 079904

DELEGATE(S) NAME	DESIGNATION	EMAIL	CONTACT NO.
1.			
2.			
3.			
4.			
5.			

Company:

MIS/AMF Member (MIS Membership No): Non-Member Partner

Billing Address:

Contact Person: Designation:

Tel: Fax: E-mail:

CONFERENCE FEES

1 DAY PACKAGE				
<input type="checkbox"/> 29 Nov <input type="checkbox"/> 30 Nov	<input type="checkbox"/> Ordinary - Single Stream <input type="checkbox"/> S1* <input type="checkbox"/> S2* <input type="checkbox"/> S3*	<input type="checkbox"/> Premium - All Streams		
	Early Bird	Normal	Early Bird	Normal
<input type="checkbox"/> Member	\$350.00	\$400.00	\$420.00	\$480.00
<input type="checkbox"/> Partner	\$385.00	\$440.00	\$460.00	\$530.00
<input type="checkbox"/> Non Member	\$420.00	\$480.00	\$500.00	\$580.00

Please indicate your attendance for Networking Session at The Loof on 29 Nov 2010, 6pm – 9pm
 ATTENDING NOT ATTENDING

2 DAYS PACKAGE				
	<input type="checkbox"/> Ordinary - Single Stream <input type="checkbox"/> S1* <input type="checkbox"/> S2* <input type="checkbox"/> S3*	<input type="checkbox"/> Premium - All Streams		
	Early Bird	Normal	Early Bird	Normal
<input type="checkbox"/> Member	\$490.00	\$560.00	\$590.00	\$680.00
<input type="checkbox"/> Partner	\$540.00	\$620.00	\$650.00	\$750.00
<input type="checkbox"/> Non Member	\$590.00	\$680.00	\$710.00	\$820.00

Please indicate your attendance for Networking Session at The Loof on 29 Nov 2010, 6pm – 9pm
 ATTENDING NOT ATTENDING

VENUE

Carlton Hotel Singapore
76 Bras Basah Road
Singapore 189558

IMPORTANT NOTE

- Fees stated are subjected to prevailing 7% GST.
- Early Bird Promotion: Discounts will only be valid if payment is received by 13 November 2010, after which regular fees will apply.
- Full payment is mandatory upon registration for admission to the conference.
- Walk-in delegates will only be admitted on the basis of space availability at the event and with immediate full payment.
- Fee includes lunch and refreshments.
- The Marketing Institute of Singapore reserves the right to make any amendments that it deems to be in the interests of the event without any notice.

CANCELLATIONS & REPLACEMENTS

There will be no cancellation fee if notice of withdrawal is given in writing by 15 November 2010, after which a cancellation fee of 25% of the conference fee will be levied. The full fee will be charged for withdrawal or no-show on the workshop commencement date. Replacements from the same company are welcomed.

PAYMENT METHODS

All payments to be made payable to Marketing Institute of Singapore in S\$. Bank charges are to be borne by registrants.

Please tick and fill in the following:

Cheque / Bank Draft No.

Please mail cheque payment with the invoice no. indicated on reverse of cheque together with the registration form to 51 Anson Road, Anson Centre #03-53 Singapore 079904.

Credit Card: VISA MasterCard Amex

Card Number:

Expiry Date: / CVV:

Cardholder's Name:

Cardholder's Signature: