

# Riding On The Upturn

*New Strategies For New Dynamics*

## NATIONAL SALES & MARKETING

3 – 4 NOV 2009 • 8.30AM – 5.30PM  
SHERATON TOWERS SINGAPORE

CONGRESS

SALES

MARKETING

DIGITAL MARKETING

BRANDING & MORE

Organised by:



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# NATIONAL SALES AND MARKETING CONGRESS 09

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## DAY ONE • 3 NOVEMBER 2009, TUESDAY

8.00am Registration + Coffee/Tea


9.00am Opening Ceremony Address By GOH

9.30am  **The Importance Of Creativity In A Rapidly Developing World**  
Fredrik Haren  
Founder  
Interesting.org

10.45am Networking Coffee Break 1

11.15pm  **New Wave Marketing: The World Is Still Round, The Market Is Already Flat**  
Hermawan Kartajaya  
President  
MarkPlus Inc

12.30pm Networking Lunch

2.00pm **MARKETING (S1)**  
 **The Demand Generation**  
Sherie Ng  
Vice President, Marketing  
Invensys Operations  
Management Asia Pacific &  
Middle East

**DIGITAL MARKETING (S2)**  
 **Story Telling Is No Longer Linear**  
Saurabh Varma  
Chief Strategy Officer  
Leo Burnett Singapore

**SALES (S3)**  
 **Selling Yourself**  
Kathy O'Brien  
Managing Director  
Red Shoe Communications

3.15pm Networking Coffee Break 2

3.45pm  **Marketing Communication - Is Your Market Really Listening?**  
Tom Abbott  
President & Founder  
Soho Sales Coaching

 **Managing Firm's Corporate Reputation - The Social Media Way**  
Dr Jon Chin  
Director, Digital Strategist  
Clickmedia Pte Ltd

 **The Art Of Developing And Managing Sales Teams**  
Joel Lin  
Founder  
JR Global Training Pte Ltd

4.30pm Networking Cocktail Reception - Evening

6.30pm Home Sweet Home

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## DAY TWO • 4 NOVEMBER 2009, WEDNESDAY

8.00am Registration + Breakfast

9.00am	<p><b>MARKETING (S1)</b></p>  <p><b>Optimizing Your Marketing Lead Generation Pipeline</b>          Kyle Hegarty  <i>President</i>          Ridge Asia</p>	<p><b>DIGITAL MARKETING (S2)</b></p>  <p><b>Break The Rules Or Face Irrelevance</b>          Haresh Khoobchandani  <i>Senior Director (Business and Marketing Organization)</i>          Microsoft Singapore</p>	<p><b>SALES (S3)</b></p>  <p><b>Strategic Sales Leadership - The Future Keys To Outperform Your Competition Today</b>          Manoj Sharma  <i>CEO</i>          DifferWorld Pte Ltd</p>
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10.15am Networking Coffee Break




10.45am	 <p><b>Differentiate Or Die! Using Design Strategically To Increase Business Performance, Sales &amp; Profitability</b>          Paul Sykes  <i>Founder</i>          Cross Creative</p>	 <p><b>Integrated Digital Marketing - Effective Strategies For Maximising Your Online ROI</b>          Fabian Lim  <i>CEO</i>          Asia Internet Academy</p>	 <p><b>The Success Curve</b>          Iain Ewing  <i>CEO &amp; Principal Trainer</i>          Ewing Communications Pte Ltd</p>
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12.00pm Lunch

1.15pm	 <p><b>Branding – The Closest Thing To A Silver Bullet (Good Times Or Bad Times)</b>          Joe Baladi  <i>CEO</i>          BrandAsian</p>	 <p><b>Lead Generation – Lessons From The Property Market</b>          Steve Melhuish  <i>Co-founder and Director</i>          PropertyGuru.com.sg</p>	 <p><b>Sales Force Performance – Delivering Revenues And Margins</b>          Ray Bigger  <i>People Architect</i>          think8</p>
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2.30pm	 <p><b>Integrated Marketing Campaigns And Measurement</b>          Melissa Siew  <i>General Manager</i>          ZUJI Singapore</p>	 <p><b>Social Media + Digital Marketing = Word-Of-Mouth Why Social Media Matters To Business</b>          Tania Chew  <i>Associate Director – Technology Innovation &amp; 360° Digital Influence</i>          Ogilvy Public Relations Worldwide</p>	 <p><b>Recruiting Stellar Sales People – How To Avoid The Most Common Pitfalls</b>          Adrian Hall  <i>Managing Director</i>          Result Strategies Pte Ltd, Singapore</p>
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3.45pm Networking Coffee Break 2

4.15pm	 <p><b>Business Is Male But The Market is Female</b>          Stephen Cranston  <i>Co-Founder</i>          Renegade Pte Ltd</p>	 <p><b>New Rules Of Consumer Engagement – New Rules On Understanding And Responding To The Shifting Consumer Behaviour</b>          Gregory Birge  <i>Founder</i>          F5 Digital Consulting</p>	 <p><b>Sales Performance Improvement In The 21st Century – Giving The Sales Profession The Credit It Deserves</b>          Graham Lind  <i>Managing Director</i>          Sales Performance International - Asia</p>
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5.30pm Home sweet home

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ENJOY EARLY BIRD DISCOUNT OF

# 15% OFF

WHEN YOU REGISTER BEFORE 9 OCT 2009

TEL : (65) 6327 7592 / 6327 7593  
 FAX : (65) 6327 9741  
 EMAIL : membership@mis.org.sg  
 WEB : www.mis.org.sg/membership  
 POST : Marketing Institute of Singapore  
 51 Anson Road, Anson Centre #03-53, Singapore 079904

DELEGATE(S) NAME	DESIGNATION	E-MAIL	CONTACT NO.
1.			
2.			
3.			
4.			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:	Fax:	E-mail:	

## CONFERENCE FEES

1 DAY PACKAGE				
<input type="checkbox"/> 3 Nov <input type="checkbox"/> 4 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
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

S1 - Marketing • S2 - Digital Marketing • S3 - Sales

## CANCELLATIONS & REPLACEMENTS

There will be no cancellation fee if notice of withdrawal is given in writing by 15 October 2009, after which a cancellation fee of 25% of the workshop 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: \_\_\_\_\_

## IMPORTANT NOTE

- Fees stated are subjected to prevailing 7% GST.
- Early Bird Promotion: Discounts will only be valid if payment is received by 9 Oct 2009, 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.



**The National Body  
for Sales and  
Marketing**

**51 Anson Road, Anson Centre #03-53 Singapore 079904**

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