

Shopper Marketing Asia 2010

Capturing shoppers and converting them into buyers through a holistic 360° marketing approach

Grand Hyatt Hotel, Singapore

22nd & 23rd July 2010

"This may seem simple, but you need to give customers what they want, not what you think they want. And, if you do this, people will keep coming back"

John Ilhan

Increasing your ROI and boosting your brand recognition by executing the right method of Shopper Marketing that is suitable for your company and organisational structure


marcusevans

Your distinguished chairperson:

Guy Vaughan Director – Research
POPAI, UK & Ireland

Point of Purchase Advertising International (POPAI) is the only global, not-for-profit, trade association exclusively dedicated to serving the interests of all those involved in retail marketing

Benefits of attending:

- **Converting** shoppers into repeat customers by drawing on effective shopper marketing strategies
- **Offering** personalised marketing services by identifying consumers spending patterns
- **Enticing** shoppers using unique promotional methods
- **Delving** into web based marketing to convert shoppers into buyers
- **Designing** revolutionary branded experiences for the novel hyper-connected shopper
- **Turning** shoppers into your core practice within the organisation
- **Delighting** shoppers by identifying new ideas whilst differentiating your organisation in the market place
- **Integrating** social media into your shopper marketing plan
- **Demonstrating** impressive tangible result by deploying an effective shopper marketing strategy
- **Mobilising** your shopper marketing efforts to increase ROI
- **Gaining** comprehensive coverage of current trends in the modern retail environment
- **Award-winning** speakers from respected retailers and brand manufacturers
- **Benefiting** from an innovative case study driven programme

***Early Bird & Group Discounts**
Ask about our savings

Your eminent panel of speakers:

Andy Tosney Vice President – Sales, APAC
Kraft, Singapore

Balaji Ramanujam Regional Marketing Manager – Asia & Africa
Energizer Asia-Pacific, Singapore

Christina Lim Deputy Director, Retail/Marketing
NTUC FairPrice Co-operative Ltd

Jason Ong Assistant Vice President – Loyalty Management
Tangs, Singapore

Michael Caves Senior Manager – International Business Development
Boots International, UK

Naveen Keswani Assistant Vice President – Shopper Marketing
Cadbury, India

Prasenjit Sarkar Regional Director South Asia
Logitech, Singapore

Priya Barve Category Management Manager
Cadbury, India

Ronald Fernandez Consumer Market Insight Manager
Unilever, Singapore

Sam Ahmed Director – Powder Beverages Asia Pacific
Kraft, Singapore

Winner of Best Regional Integrated Marketing Campaign 2007 ASIA – Marketing Effectiveness Awards

Sheryl Wong General Manager
Puma Sports, Singapore

Siddharth Banerjee Regional Marketing Director
Unilever, Singapore

Uma Talreja Head – Marketing
Westside Department Stores, Trent Ltd.
A Tata Enterprise, India

Varsha Rao Chief Executive Officer
Singtel Digital Media, Singapore

Vitika Banerjee GM – Consumer Marketing, Strategy & New Business Development
Philips Electronics, India

Endorsers


MARKETING
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THE GLOBAL ASSOCIATION FOR MARKETING AT RETAIL
AUSTRALIA & NEW ZEALAND


Direct Marketing
Association of Singapore

Media Partners






marcusevans conferences

Thursday 22nd July 2010

0830 Registration & coffee

0900 Welcome remarks by chairperson

Guy Vaughan Director – Research
POPAl, UK & Ireland

0910 Session One

Progressing in the retail environment through cross merchandising in the store

- Creating a win – win proposition for both the customer as well as the retailer
- Increasing the purchase basket value by assisting shoppers in finding products they need in the least time possible
- Building the perception of a broader range of products through cross merchandising
- Analysing shoppers' buying patterns and displaying together complementary products of different categories

Michael Caves Senior Manager – International Business Development
Boots International, UK

0955 Session Two

Turning shopper insights into in store execution: The greatest challenge in transforming shoppers into buyers

- Knowing your data options and defining your communication process through effective data management
- Communicating the data through key stakeholders to shape outcomes
- Identifying the five shopper insight lenses
- Ensuring internal alignment using the three documents that are must have outcomes from any shopper insight project

Sam Ahmed Director – Powder Beverages Asia Pacific
Kraft, Singapore

1040 Morning refreshments and networking

1100 Session Three – Extended Session

Drawing on shopper insights and category management to create the ultimate shopper experience

Communicating with shoppers at the 'Point of Buying' (POB) utilising shopper insights - A Cadbury Perspective

- Enabling organisational structural changes – Shopper marketing philosophy at Cadbury India
- Identifying shopper barriers through the development of meaningful insights
- Overcoming communication challenges at the POB
- Delving into point of buying communication from Cadbury India to gauge the impact on performance

Naveen Keswani Assistant Vice President – Shopper Marketing
Cadbury, India

Shopper based category management in traditional trade

- Exploring Cadbury India's category management approach – Modern Trade vs. Traditional Trade
- Employing effective solutions developed for traditional trade retail environments
- Categorising challenges & learning vs. a modern trade category management engagement
- Determining the results that impact the rollout of shopper based category management in India

Priya Barve Category Management Manager
Cadbury, India

1230 Networking luncheon

1330 Session Four

Exploring shopper psychology: Driving sales through the senses

- Analysing shoppers' behaviour and trends to be more proactive to shoppers' needs
- Anticipating potential opportunities through acute observation in the store and analysis of shopping baskets from the POS data
- Moving towards behavioural economics to better understand and influence your shoppers
- Identifying the length of the shopper's buying process as well as the purchase methods influencing the process using sensory stimuli
- Enhancing the shopper experience and changing their behaviours in ways beyond their consciousness

Ronald Fernandez Consumer Market Insight Manager
Unilever, Singapore

1415 Session Five

Engaging shoppers directly by drawing on personalised marketing communications

- Aligning shopper marketing initiatives to demand generating capabilities to drive brand & category sales
- Balancing between existing value and quality perception when penetrating new shopper markets
- Making premium pricing work for your brand: Building up a high-quality product perception amongst your selected shopper markets
- Transitioning from "push marketing" to shopper engagement through personalised content services

Uma Talreja Head – Marketing
Westside Department Stores, Trent Ltd.
A Tata Enterprise, India

1500 Afternoon refreshments and networking

1530 Session Six

Focussing on strategic brand management in the retail environment – an FMCG perspective

- Managing key messaging & communication challenges brands face at retail
- Identifying strategic brand communication elements and linking it to shopper insights & retail messages
- Building creative and improved value for your brand through strategic marketing insights
- Gaining insights from non-FMCG brands – food for thought

Balaji Ramanujam Regional Marketing Manager – Asia & Africa
Energizer Asia-Pacific, Singapore

1615 Session Seven

Linking the effects of music in a retail setting to real & perceived shopping times

- Collaborating with sound system designers and music stylists to establish the performance needs for the distinctive environment
- Creating the right music to deliver appropriate advertising messages in the store
- Setting the right mood for the store to increase shopper traffic
- Exciting and entertaining shoppers by achieving consistency in 'brand atmospherics'
- Investigating the extent to which music tempo influences actual and perceived time & money spent

Sheryl Wong General Manager
Puma Sports, Singapore

1700 Closing remarks from the Chair and end of Day One

About the Endorsers

The **Marketing Institute of Singapore**, the national professional body for marketers. Since 1973, the Marketing Institute of Singapore has nurtured more than 20,000 sales and marketing practitioners through its Training Academy and provided the networking opportunities for thousands of its members. The Institute will continue to serve the community to fulfil its new vision of "Creating Marketers" through quality education and by connecting a community of marketers.

Point of Purchase Advertising International (POPAl) is the only global, not-for-profit, industry association exclusively dedicated to serving the interests of all those involved in retail marketing. POPAl has 19 national offices covering 45 countries and more than 1,700 members worldwide. The organisation works to establish and maintain excellence in all aspects of retail marketing communications, raise standards of business practices and provide its' membership with information to ensure its continued position as a vital part of the marketing mix. www.popai.com.au

The **Direct Marketing Association of Singapore (DMAS)** is a non-profit trade organisation established in 1983 to facilitate the development of direct marketing infrastructure, promote and protect DMAS members' interests, and share information and ideas on direct marketing. Our mission is to enhance the growth and profitability of member organizations and their adherence to high ethical standards of practice.

About the Media Partners

The **e-Marketer** is a monthly online publication launched in January 2007 with a circulation of more than 9,000. Other than featuring the latest content updates from the i-Marketer, it also highlights upcoming events that the Marketing Institute organises and support. Its wide readership is made up of mainly Professionals, Managers, Executives and Businessmen (PMEBs).

The **Singapore Marketer** is the official publication of the Marketing Institute with a readership of about 10,000. This printed quarterly features articles by marketing professionals and industry experts which highlight current and emerging trends within the industry. There are also interviews with well-known business personalities to provide the readers with valuable insights to their experience in business management and strategies.

In-House Training Solutions

If you have a number of delegates with similar training needs, then you may wish to consider having an In-House Training solution delivered locally on-site. Course can be tailored to specific requirements.

For further details, please use the contact information given on the last page of this brochure.

0830 Morning coffee**0900 Welcome remarks by chairperson**

Guy Vaughan Director – Research
POPAl, UK & Ireland

0910 Session One**Building customer loyalty through digital media in a digitally-empowered economy**

- Analysing the arrival of the digital age and its impact on shoppers and businesses
- Understanding the concept of customer loyalty & customer lifetime value
- Identifying what drives customer loyalty in the digital empowered economy
- Gaining insights on digital voice-of-mouth in driving shopper traffic and spending
- Driving loyalty among shoppers by recognising various digital media platforms
- Exercising best practises to enhance your digital media strategy

Jason Ong Assistant Vice President – Loyalty Management
Tangs, Singapore

0955 Session Two**Delving into online strategies to reach out to the prolific shopper**

- Recognising the changing needs of the modern day shopper
- Using an online platform as part of your marketing mix to reach out to the 'hyper-connected' shopper
- Reaching your target audience with effective online tips for retailers
- Engaging shoppers directly by using inSing.com to create opportunities for retailers
- Spreading your brand message to the prolific online shopper by leveraging upon social media

Varsha Rao Chief Executive Officer
Singtel Digital Media, Singapore

1040 Morning refreshments and networking**1100 Session Three****Moving towards location based marketing through GPS activation to engage shoppers**

- Delivering promotional content directly to shoppers' mobile devices dependent upon their location to create positive shopper experience
- Customising media content presented on the mobile device to best suit each shopper
- Conveying an effective marketing message to trigger shoppers in a competitive retail environment

Guy Vaughan Director – Research
POPAl, UK & Ireland

1145 Session Four**Cultivating shopper-intimacy to devise smart strategies to survive and prosper in today's market climate**

- Restructuring strategies and aligning functions to focus on the touch-point of the shopper
- Developing a unique customer segmentation strategy enabling the customisation of stores around specific segments
- Analysing dormant customer data that identifies the most profitable customers and enables the customisation of store locations
- Transforming store experience into brand experience to attract, connect with and retain profitable customers

Vitika Banerjee GM – Consumer Marketing, Strategy & New Business Development
Philips, India

1230 Networking luncheon**1330 Session Five****Shopper marketing: The next big step in the evolution of strategic retail marketing**

- Leveraging manufacturers' insights to develop shopper-based marketing approaches and capabilities to enhance the shopping experience and increase same-store sales performance
- Driving more sales by connecting with shoppers in store through relevant shopper insight-driven ideas and solutions
- Standardising the approach to shopper marketing from a retailer's perspective
- Creating collaborative business practices and retailer organisational capabilities to fully realise the potential and convert more shoppers into buyers

Prasenjit Sarkar Regional Director South Asia
Logitech, Singapore

1415 Session Six – Panel Discussion**Driving measurable responses from shoppers through effective segmentation analysis**

- Dividing consumers into measurable groups to segment according to buying behaviour
- Profiling your target market to drive profitability by harnessing micro segmentation
- Targeting marketing measures at the most profitable shoppers
- Devising micro segmentation strategies that leverage customers' purchase patterns to provide tailored offers & increase market penetration

Panelists:

Andy Tosney Vice President – Sales, APAC
Kraft, Singapore

Siddharth Banerjee Regional Marketing Director
Unilever, Singapore

Jason Ong Assistant Vice President – Loyalty Management
Tangs, Singapore

1500 Afternoon refreshments and networking**1530 Session Seven****Getting more bang from your buck by leveraging on social media to attract shoppers**

- Successfully integrating social media functionalities in your shopper marketing plan to drive customer & brand loyalty
- Creating a passionate community of brand advocates for a pull marketing strategy
- Measuring your ROI from social media marketing using engagement metrics
- Augmenting your net profits without increasing your shopper marketing budgets by harnessing the power of social media

Christina Lim Deputy Director, Retail/Marketing
NTUC FairPrice Co-operative Ltd

1615 Session Eight**Optimising the pricing structures for your various shopper target markets to maximise returns**

- Determining the appropriate prices in accordance with your shopper profiles
 - Balancing between existing value and quality perception when penetrating new shopper markets to maximise ROI
 - Monitoring sales trends consistently to further tweak your pricing strategies
- Speaker to be advised

1700 Closing remarks from the Chair and end of Conference**Why you cannot miss this event**

Shopper marketing is becoming an increasing focus for many of the world's major brands. A recent study conducted by Deloitte indicates that the portion of marketing budgets devoted to point-of-purchase activity is expected to reach 8 percent by 2010.

Recognising the opportunity to gain a competitive advantage through shopper marketing, manufacturers and retailers are increasing their shopper marketing budgets. While overall marketing budgets are growing at 2 percent CAGR, shopper marketing budgets are growing at 21 percent and 26 percent CAGR for manufacturers and retailers respectively. Manufacturers are critically evaluating the effectiveness of trade promotion spending and are optimising investment effectiveness. Retailers, on the other hand, are investing more in redesigning their stores and improving their customer experience as part of their shopper marketing initiatives.

Shopper behaviour, needs and value systems have changed. Now is the time to reinvent the entire marketing process from the planning stages, online communication to the in-store environment. Due to stiff competition, a lot of organisations in both the private and government sector are looking into improving service levels and preventing the loss of customers to their competitors. An increasing number of organisations are realising that with growing competition, new technological innovations and constantly improving services and products, consumers are being pulled in different directions.

This conference will allow for organisations to carefully calibrate their shopper marketing strategy across multiple dimensions. Successfully implementing shopper marketing may or may not mean that companies have to utilise the most advanced in-store programmes and tactics. However, a company's strategy for a particular category of products, region, consumer, shopper and market segment is extremely important and this will be addressed closely in the event to gain an insight on the appropriate shopper marketing approach.

Who should attend**Presidents, Vice Presidents, Directors, Heads, Senior Professionals of:**

- Shopper Marketing
- In Store Marketing
- Business Strategy
- Trade Marketing
- Marketing
- Branding/Brand management & development

From:

- FMCG
- Telecommunications
- Healthcare
- Banking & Finance
- Solution providers
- Retail
- F&B
- Pharmaceuticals
- Service Related Industries
- Consultants

marcus evans would like to thank everyone who has helped with the research and organisation of this event, particularly the speakers and their staff for their support and commitment.

Speakers profile

Guy Vaughan Director – Research **POPAl, UK & Ireland**

Guy Vaughan is a founder Director of Retail Marketing Services (RMS Instore Ltd). He started his career in retail grocery marketing and established RMS in 1977 as a specialist retail research consultancy focusing on Shopper behaviour, to fully evaluate all aspects of in-store marketing, sales and Point of Purchase.

In November 2005 he successfully merged the company into Kantar (WPP) to become the leader in specialist Point of Purchase Programmes for Brand, NPD, Category and Shopper Research. RMS has developed a comprehensive range of in-store techniques including video tracking and MultiTrack® behavioural databases and IC Scan® shopper eye tracking studies. The company's extensive retail expertise and capability covers grocery, petrol and convenience retailing, financial services, IT and telecommunications.

For the next 3 years he was Chairman and Head of Business Development providing clients, both retailers and suppliers, such as Asda Walmart, Tesco, Coca Cola, Unilever, BAT, Vodafone and Shell, with unrivalled techniques for the measurement and forecasting of new products or sales, marketing, consumer insights and Point of Purchase display & Shopper marketing initiatives in the live environment.

Guy is now Director of Research for POPAl UK & Ireland (Point of Purchase Advertising International) & continues his own consultancy Hubscope. He has been responsible for the development of a very successful programme of research – 'POP as a Measured Medium' – on behalf of POPAl. These involved companies, such as Unilever, Pepsico, Halifax Bank of Scotland, O2 and Casio, providing insights into the performance and placement of POP to optimise shopper marketing.

Vitika Banerjee GM – Consumer Marketing, Strategy & New Business Development **Philips Electronics, India**

Vitika possesses over 12 years of work experience in large FMCG organisations like Dabur and Hindustan Unilever Ltd in the area of skincare, personal care, nutrition and healthcare. She also has exposure to service and retail marketing with launch of HUL's first foray into wellness through Ayush Therapy Centres. Vitika has had in-depth exposure to both sales and marketing functions across these organisations along with a brief stint in general management where she assisted the CEO on some critical corporate initiatives. She possesses expertise in innovation management and business leadership for start up operations in consumer and service setups. Vitika is currently the General Manager for Consumer Marketing, Philips Electronics in India.

Priya Barve Category Management Manager **Cadbury, India**

Priya has 12 years experience in shopper marketing of which the last 2 years were with Cadbury in India. Prior to her role in Cadbury, she was attached to Leo Burnett in Hong Kong for 3 years, where she worked with clients like Procter & Gamble on shopper solutions.

Naveen Keswani Assistant Vice President – Shopper Marketing **Cadbury, India**

Naveen has 11 years experience in sales & marketing of which the last 5 years were developing his expertise in shopper marketing. Prior to heading the shopper marketing for Cadbury in India, Naveen has spend several years heading shopper marketing for Colgate in Malaysia & Singapore.

Prasenjit Sarkar Regional Director South Asia **Logitech, Singapore**

Prasenjit, an Indian citizen and a Singapore Permanent Resident since 1998, graduated in Chemical Engineering from the Indian Institute of Technology Mumbai in 1988 and completed his post-graduation program in Marketing from the Indian Institute of Management Ahmedabad in 1991.

During his eighteen-year career (most of it being in the IT industry), Prasenjit has directly handled sales, marketing and business development responsibilities for fourteen countries in a variety of local & regional roles based out of Singapore, Kuala Lumpur, New Delhi & Mumbai. He has recently joined Logitech as Regional Director for South Asia and leads a forty-six member team running their channel business in India, Indonesia, Thailand, Malaysia, Singapore, Philippines, Vietnam, Pakistan, Bangladesh, Sri Lanka, Nepal & Cambodia.

Ronald Fernandez Consumer Market Insight Manager **Unilever, Singapore**

Ron is a Consumer Market Insight Manager at Unilever in charge of shopper and customer insight for Asia, Africa and Central Eastern Europe. He works with agencies, brands and sales team to interpret, analyse, and communicate shopper and retail opportunities to grow competitively in the region. Ron has a diverse experience in marketing. During Ron's 8 years at Unilever he has held roles in Distributor Operations, Category Management, and Customer Marketing.

Sam Ahmed Director – Powder Beverages Asia Pacific **Kraft, Singapore**

Sam, a Harvard Business School graduate is currently, Director – Powder Beverages Asia Pacific, for Kraft Foods with majority of the business focused on Indonesia, China, Philippines and India. Sam was previously Global Brand Director – Anlene. He managed the brand globally across 14 markets and took revenue from \$175 mil to \$300 mil in 4 years. Sam achieved a record market share in all markets with his expertise in leading global, regional and local teams.

Sam knows it's the ability to cultivate regional-local working teams that breeds sustained success. Sam's passion is to develop compelling insights that are relevant globally, regionally and locally then leading and facilitating the team to utilise these insights to drive strategic assessment and creative cut through to build a brands core growth platform, then focusing all activity off this platform.

He has built and led regional joint innovation (nutritional/technical) and communication teams that simultaneously worked on Horizon 1, H2, H3 projects to drive hyper growth aligned to one core positioning, resulting in record growth over a five year period. Sam has executed activation campaigns with 2.3 million consumers in Asia participating in the programme. He also utilised the power of diversity to build opportunity, with BBDO New York (advertising agency), General Electric and IOF that held a 3 day brand workout to drive partnership planning - leading to 1.8 million free bone scans in Asia and opening up a "brand connection" retail channel and advertising platform.

Varsha Rao Chief Executive Officer **Singtel Digital Media, Singapore**

Varsha Rao was appointed Chief Executive Officer of SingTel Digital Media (STDM), the internet and mobile content subsidiary of SingTel and publisher of inSing.com, in August of 2008. An Internet veteran, Varsha oversees all aspects of STDM from product development and marketing to content, technology, sales and finance across the web and mobile platforms.

Prior to joining STDM, Varsha was Vice President/General Manager of Old Navy Online, the largest online business within Gap, Inc.'s Direct division. She joined Gap Inc. in 2004 where her roles included running the Toddler business at BabyGap and head of strategy for Gap Inc.'s Outlet division.

Before working at Gap, Varsha was Vice President of Category Marketing at Keen/Ingenio, a live-advice online marketplace recently acquired by AT&T. Her internet career began in 1998 when she co-founded Eve.com, an e-commerce beauty and accessories website. With her partner, Varsha took the company from inception to sale.

Varsha has a strong strategic and business management background having worked at McKinsey & Co as engagement manager and as a financial analyst at Wasserstein Perella, a Mergers & Acquisitions investment bank in New York. Varsha graduated with Distinction from Harvard Business School and received her BS in Economics, from the University of Pennsylvania.

Uma Talreja Head – Marketing **Westside Department Stores, Trent Ltd.** **A Tata Enterprise, India**

A retail and marketing professional, Uma has worked on leading retail brands in the industry. She has been a part of the retail industry for almost 8 years prior to which she was managing a portfolio of liquor brands from a leading Indian organisation. Uma has handled marketing for leading retail brands including Shoppers Stop, Homestop, Mothercare, the brand more. from Aditya Birla Retail Limited where she headed Marketing and Visual Merchandising for the supermarket chain and recently moved to Westside department stores part of Trent Ltd under the TATA Group.

As a part of her role at Aditya Birla Retail, she has been responsible for the creation of the visual identity for the stores integrating it with the brand promise. Her experience covers a broad spectrum of marketing programs including Branding, Advertising, Promotions, Visual merchandising, Public Relations and Customer Relations Management. Her campaigns and initiatives have won several industry awards and she was also recently awarded the title of "Woman Super Achiever in Retail" at the Asia Retail Congress 2010.

Jason Ong Assistant Vice President – Loyalty Management **Tangs, Singapore**

A retail, customer loyalty & digital marketing professional, Jason Ong has over 15 years of experience in consumer marketing and corporate partnership in well known companies like DFS, MobileOne, Singapore Press Holdings and TANGS.

Jason is currently the Assistant Vice President heading the Customer Loyalty Management department in TANGS in-charge of its customer loyalty programme. Jason is known for his down-to-earth strategic mindset and has been able to successfully revamp TANGS customer loyalty programme achieving high growth rates and develop a network of strategic partners with huge membership bases for the company to grow its own loyalty base.

Prior to joining TANGS, Jason was an Internet veteran with 6 years of experience in digital marketing in Singapore Press Holdings' various online initiatives e.g. AsiaOne, Straits Times Interactive, ST701. Jason's ability to relate and bond with clients had seen many corporations embracing the media giant's various online services. Jason understood the art of growing online consumer traffic and how to translate that to consumer interaction and business revenue.

Shopper Marketing Asia 2010

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Fees

Conference fee @ USD2,295 + GST / VAT (if applicable) per delegate

Premier Plus - Bring 3 or more delegates to this event and benefit from a 10% SAVINGS off the regular price

Online Documentation - USD385 + GST / VAT (if applicable). You will be provided a username and password to access the documentation online

All options include luncheon, refreshments & service charge. In accordance with delegate requests and our positioning as one of Asia's foremost business intelligence providers, **marcus evans** will now make its conference documentation available online. A website and password will be provided to you approximately two weeks before the event.

Indemnity: Should for any reason outside the control of **marcus evans** conferences, the venue or speakers change, or the event be cancelled due to an act of terrorism, extreme weather conditions or industrial action, **marcus evans** conferences shall endeavour to reschedule but the client hereby indemnifies and holds **marcus evans** conferences harmless from and against any and all costs, damages and expenses, including attorneys fees, which are incurred by the client. The construction, validity and performance of this Agreement shall be governed in all respects by the laws of Singapore to the exclusive jurisdiction of whose Courts the Parties hereby agree to submit.

Business Opportunities

A limited amount of exhibition space is available at the conference. Sponsorship opportunities covering the lunch and documentation also exist. For further details, please use the contact information given above.

 conferences

Register Now

Code:E

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Tel: +603 2723 6748

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Email: leec@marcusevanskl.com

Date: 22nd & 23rd July 2010

Venue: Grand Hyatt Hotel, Singapore

Hotel Accommodation

Accommodation is not included in the conference fee. To reserve accommodation at the conference venue, please contact the hotel at (65) - 6738 1234 and make it clear that you are attending **marcus evans** conferences event quoting SG-MK1770 as a reference.

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- Fees are inclusive of program materials and refreshments.
- 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 conference date. A receipt will be issued on payment. Due to limited conference 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.
- 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 conference is to be held in order to obtain a full credit for any future **marcus evans** conference. Thereafter, the full conference 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 conference. 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 conference, **marcus evans** is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event program content is subject to change without notice.
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- 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.