

Social Media Marketing

Driving customer acquisition and connecting with current and potential customers through social media

Ritz Carlton Millenia Singapore

15th - 17th March 2010

“Organisations worldwide are cutting costs as well as looking for creative, high impact and accountable marketing...”

Anonymous

The market dynamics has shifted radically in the recent years from push to pull business model, putting consumers in control. Now, organisations must build personal connection and shape perception to drive purchase behaviour and foster brand advocacy. Social media marketing is the solution to acquire, retain and grow profitable consumers.


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Featuring an intensive workshop on:

Creating a social network from conceptualisation to implementation by drawing on social network engagement strategies

Workshop facilitator:

Willy Lim CEO and Founder
NetProfitQuest, Singapore

Provides a proven Marketing Reengineering Process, delivering an effective Social Media Marketing System, and empowering clients through Peak Performance Coaching, through a team of tri-disciplinary trained business coaches

Featuring case studies and expert presentations:

Varsha Rao Chief Executive Officer
Singtel Digital Media, Singapore

Gary Lipkowitz Chief Operating Officer
Wego, Singapore

Vinay Bhatia Vice President – Marketing & Loyalty
Shopper’s Stop, India

Michael D’Oliveiro Assistant Vice President - New Media & VOD Operations
Astro All Asia Networks Plc, Malaysia

Kalluru Reddy Director - Online Revenue and Distribution
Pan Pacific Hotels Group, Singapore

Ian McNairn Program Director Web Technology & Innovation
IBM, UK

Nick Love Executive Director - Business Development
MySpace, Australia & Asia

Prasenjit Sarkar Emerging Markets Director - South Asia Consumer
Dell, Singapore

Chris Schaumann Regional Head of Online Sales and Marketing
Nokia, Singapore

Emily Rayner Interactive Content Director
Austereo, Australia

Ian Stewart Head of Asia
Friendster, Singapore

Rohit Dadwal Managing Director – Asia Pacific
Mobile Marketing Association, Singapore

Derrick Koh Head of Communications – ASEAN
Lenovo, Singapore

Argha Sen Head of Marketing & CRM
Toys R Us, Hong Kong

Becky Leng Head of Interactive Media
Maxis Communications, Malaysia

Felix Sim Regional e-Marketing Specialist / 2D Designer
Faro Technologies, Singapore

Attend this informative event and gain practical insights into:

- **Integrating** social media marketing into the overall strategic plan of your organisation
- **Increasing** traffic by building a tried and tested social media marketing programme into your business model
- **Prioritising** human and financial resources to incorporate social media marketing strategies
- **Developing** capacity and procedures that facilitate the use of social media platforms for marketing
- **Monitoring** the success of social media marketing for ROI justification
- **Influencing** the management toward new media concepts and Web 2.0 technologies

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For more information and registration,
please contact **Lee Chew Wan**
Tel: +603 2723 6748
Email: leec@marcusevanskl.com
www.marcusevans.com

