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.



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

Attend this informative event and gain practical insights into:

- Integrating social media marketing into the overall strategic plan of your
- 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

Supporting Organisation



visitsingapore.com

*Early Bird & Group Discounts

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**

Endorsers







Media Partners





please contact Lee Chew Wan

Social Media Marketing

SG-MK1628 Please write in BLOCK LETTERS

Sales Contract

Please complete this form immediately and fax back to

LEE CHEW WAN

Fax: +603 2723 6699

Name:	
Position:	
Email:	
Name:	
Position:	
Email:	
Name:	
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Organisation:	
Address:	
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Company Size: ☐ 1-9	
Authorisation Signatory must be authorised to signatory Name:	n on behalf of contracting organisation.
Position:	
Signature:	
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Fees

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- ☐ Attend two days conference @ USD1995 + GST / VAT (if applicable) per delegate
- $\hfill \Box$ Attend two days conference & workshop @ USD2695 + 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 orspeakers 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.



Register Now

Contact Marketing at marcus evans

Tel: +603 2723 6748 **Fax**: +603 2723 6699

Email: leec@marcusevanskl.com

Date: 15th - 17th March 2010

Venue: Ritz Carlton Millenia Singapore

Code:E

Hotel Accommodation

Accommodation is not included in the conference fee. To reserve accommodation at the conference venue, please contact the hotel at +(65) 63378888 and make it clear that you are attending **marcus evans** conferences event quoting SG-MK1628 as a reference.

marcus evans

CP 21 Suite 2101, Level 21 Central Plaza 34 Jalan Sultan Ismail, 50250 Kuala Lumpur Malaysia

www.marcusevans.com

Payment Method

Payment is required within 5 working days on receipt of invoice

Credit Card:			
Please debit my	☐ Visa	☐ Mastercard ☐ Amex ☐ Diners	
Card Holder's Name:			
Card Number:			_
Security Code:			

Signature: Expiry Date: /

Confirmation Details: After receiving payment a receipt will be issued. If you do not receive a letter outlining joining details two weeks prior to the event, please contact the Conference Coordinator at **marcus evans** conferences.

Terms & Conditions

- Fees are inclusive of program materials and refreshments
- 2. 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.
- 3. 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.
- Copyright etc: All intellectual property rights in all materials produced or distributed by marcus evans in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is prohibited.
- 5. Data Protection: Client confirms that it has requested and consented to **marcus evans** retaining client information on **marcus evans** groups companies database to be used by **marcus evans** groups companies and passed to selected third parties, to assist in communicating products and services which may be of interest to the client. If the client wishes to stop receiving such information please inform **marcus evans** local office or email gleavep@marcusevansuk.com. For training and security purposes telephone calls may be recorded.
- 6. Important note. While every reasonable effort will be made to adhere to the advertised package, **marcus evans** reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that **marcus evans** permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to six months to be used at another **marcus evans** event. No refunds, part refunds or alternative offers shall be made.
- 7. Governing law: This Agreement shall be governed and construed in accordance with the law of Singapore and the parties submit to the exclusive jurisdiction of the Singapore Courts. However, **marcus evans** only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.
- 8. 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.