



THE NEW PR / SOCIAL & DIGITAL MEDIA LANDSCAPE

Do you remember the last time you saw a news story on TV, or heard it over the radio that was actually news to you?

The new media has triggered major changes in the way information is gathered, reported and consumed. Now we expect to receive eye-witness accounts of events as they are occurring. With new marketing tools and through smarter use of digital and social media, communication with audience has never been more direct and more focused.

Key Highlights

- Learn to use new marketing tools that have been reshaping the world we live in today
- Explore cost effective ways to drive measurable brand and product awareness
- Get a 360 degree business perspective on new marketing tools that can drive real business results

18 Sept 2014 (Thurs) | 6.30pm – 9.00pm | MIS Executive Lounge

MIS Student: Complimentary | MIS Member: \$20 | Non-Member: \$35 | Public Tertiary Institution Student*: \$10

410 North Bridge Road, Level 1, S188726 | *This includes all students from NUS, NTU, SMU, NYP, NP, SP, TP and RP only.



Shane Chiang
Head of Corporate PR, South Asia
HTC Corporation



Shane Chiang serves as Head of Corporate & Consumer PR, South Asia. He joined HTC in January 2011 as Head of Social Marketing APAC and was appointed as Head of Corporate PR in October 2013. Shane Chiang previously owned his own practice in communications.

retailers like Walmart, Kmart, Best Buy, Argos Catalog, Harvey Norman. He has oversaw merger and acquisition and lead ISO and CTPAT preparedness among other things. He has a unique 360 overview of the business, is passionate about the HTC brand and focused on story telling. He sits on two charity boards.

Prior to that, Shane was VP in Sales and Marketing, spending 10 years in China. He led various leadership roles including, R&D, manufacturing and operations, to

Shane is a sports enthusiast and loves riding his motorcycle and spending time with his family.

PROGRAMME HIGHLIGHTS

6.30 – 7.15PM
REGISTRATION & NETWORKING
(Light dinner will be provided)

7.15 – 8.30PM
PRESENTATION TALK

8.45 – 9.00PM
QUESTIONS & ANSWERS

Seats available on a first-come, first-served basis. Payment must be received prior to confirmation of your seat. Please make your cheque payable to "Marketing Institute of Singapore".



Registration For
18 September 2014

**THE NEW
PR/SOCIAL
& DIGITAL** LANDSCAPE

Registration Fees:

MIS Member: \$20 Non-Member: \$35
MIS Student: **Complimentary**
Public Tertiary Institution Student*: \$10
(Light dinner will be provided)



Event: The new PR/Social & Digital Media Landscape

Participant(s) Information

Name of Registrant	NRIC	Designation	Email	Contact No:

MIS Corporate Member No: _____

MIS Individual Membership No: _____

MIS Student Non Member

Address: _____ Postal Code: _____

Organization: _____

Contact Person: _____ Contact Email: _____

Contact No.: _____ (O) _____ (HP)

You may submit your registration form via fax: 6338 8695, email: events@mis.org.sg
Or post it to: 410 North Bridge Road #06-00 Singapore 188726 (Attn: Membership Department)
For more information, please call 6411 1630

Method of Payment

Total Amount Payable: \$ _____ (Please make payment before the event)

Cheque No: _____ Bank Name: _____

Made payable to **Marketing Institute of Singapore**

Please indicate your **Name**, Membership No (if any), Contact Number and Event Title behind the cheque.

Credit Card: AMEX MasterCard VISA

Cardholder's Name: _____ Postal Code: _____

Issuing Bank: _____ CVV No.: _____

Card No: _____ Contact Email: _____

Expiry Date: _____ (MM/YY)

Signature _____

Official Use:

Receipt No: _____ Acknowledgement Sent: _____