



PERSONALISING THE CUSTOMER EXPERIENCE BY INTEGRATING OUTDOOR AND DIGITAL MEDIA

With today's cluttered advertising landscape, even with a plethora of media options, it's an uphill task for brands to break through and connect with their desired audiences. Savvy consumers are now more aware and wary of advertising tactics and have become desensitized to blatant advertising messages. In fact, consumers prefer not to be sold to, but want to be actively involved in the buying process.

The challenge marketers face today is how then can brands create relevant consumer engagements that not only enable their messages to resonate with the consumers but also build a relationship that offers opportunities to influence, connect and be involved with their audiences. The solution – Real-Time Advertising. People react differently to similar advertising messages at different times of the day, being influenced by psychological, personal and social factors. Thus, it's important to establish connections at the right time and place, with the right context.



KEY TAKEAWAYS

- Can Big Data help you truly connect with your target audience?
- Understanding techniques to execute highly personal customer experiences, blending traditional and digital
- Analysing the 'on the go,' connected consumer and how to reach them at the moment

WHEN 9 November 2016 (Wednesday), 630pm – 9pm

WHERE MIS Executive Lounge, 51 Anson Road #03-53 Anson Centre Singapore 079904

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

* This includes all Students from NUS, NTU, SMU, NYP, NP, SP, TP and RP only.



RODNEY TAY

Vice President, Digital Sales Solution and Operations, MediaCorp Pte Ltd

Rodney overlooks the enablement of integrated solutions and operations behind MediaCorp's transmedia offerings. Rodney is an advocator of change and a digital advertising native who has helmed the heart of digital media businesses throughout the landscape in Singapore since 2000.



Henry Goh

Head, OOH Media, MediaCorp

Henry is an out-of-home industry veteran with more than 35 years of experience in brand communications, advertising, business development, marketing, sales, training and education, of which, more than 20 years was spent in outdoor advertising.

ORGANISED BY:



The National Body for Sales and Marketing

PROGRAMME HIGHLIGHTS:

Registration & Networking 6.30 – 7.15pm
(Light refreshments will be provided)

Presentation Talk 7.15 – 8.45pm

Q&A 8.45 – 9.00pm



Registration for
9 Nov 2016



Registration Fees:

MIS Member: \$20
Non-Member: \$35
(Light refreshments will be provided)



Event: Personalising The Customer Experience By Integrating Outdoor and Digital Media

Participant(s) Information

Name	Designation	Email	Contact No.

MIS Corporate Membership No.: _____

MIS Individual Membership No.: _____

MIS Student Non Member

Address: _____ Postal Code: _____

Organisation: _____

Contact Person: _____ Contact Email: _____

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

You may submit your registration form via fax: 6327 9741 or email: events@mis.org.sg
Or post it to: 51 Anson Road #03-53 Anson Centre Singapore 079904 (Attn: Membership Department)
For more information, please call 6327 7581.

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: _____