



**Marketing
Institute of
Singapore**

**Marketing Institute
of Singapore
Business School**

Annual Report

2019

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ABOUT MARKETING INSTITUTE OF SINGAPORE (MIS)

Founded in 1973, the Marketing Institute of Singapore (MIS) is driven by its vision and mission to create marketers and build a community of marketers. As the National Body for Sales & Marketing, we are dedicated in nurturing the analytical and critical thinking skills of the Sales & Marketing practitioners through our full-suite of Executive Development programmes.

Over the years, we have nurtured countless students: Sales, Marketing and Business practitioners. The number of these students continue to grow exponentially. Today, we have 9 major disciplines spanning across Business Management, Communication, Personal Effectiveness, Human Capital Management and more.



THE STRATEGIC UNITS OF MIS



MEMBERSHIP SERVICES

Connecting a Community of Marketers

MIS is the one place that connects members to the largest fraternity of sales & marketing professionals in Singapore. Through the regular, high-quality networking events it organises, the Institute has become a hub where marketers congregate, network and exchange knowledge. Whether one is looking to expand their network of like-minded peers, or keen to build their knowledge in the dynamic field of marketing, MIS have the connections to steer them and their organisation in the right direction.



EXECUTIVE DEVELOPMENT SERVICES

Learning & Development for Professionals and Corporations

MIS also plays the leading role in providing training, learning & development solutions to professionals and corporations in Singapore and around the region. A comprehensive range of Executive Development Programmes is offered to cater to the skills upgrading and professional development needs of executives and managers to keep themselves abreast with industry trends and knowledge. MIS custom-designed training programmes also help organisations identify gaps in their workforce competencies and optimise training ROI by tailoring a curriculum to meet the specific training needs and goals.



CONTINUING EDUCATION SERVICES

Providing A Nurturing Environment for Academic & Personal Excellence

MIS Business School offers students a quality and holistic education by imparting comprehensive knowledge in the different aspects of business. Driven by a strong vision of Creating and Connecting Marketers, the Institute believes in promoting marketing as a philosophy and developing students holistically within a robust academic framework.

VISION, MISSION, VALUES & REGIONAL CONNECTIVITY



VISION

Creating Marketers

MISSION

Connecting a Community of Marketers &
Creating Marketers through Quality Education

CORE VALUES

Trust, Enterprise, Teamwork, Passion,
Service Quality, Innovation

REGIONAL CONNECTIVITY

MIS is the National Marketing Association and a member of the Asia Marketing Federation (AMF), a regional body that was set up in 1991 to effectively promote and strengthen the Asia marketing fraternity.

AMF comprises 17 countries and regions within the National Marketing Associations with members from Bangladesh, Cambodia, China, Hong Kong, Indonesia, Japan, South Korea, Malaysia, Philippines, Singapore, Sri Lanka, Taiwan, Vietnam, Thailand, Mongolia, Myanmar and Macau.

PRESIDENT'S MESSAGE

Dear Members and Friends,

The Marketing Institute of Singapore, being the National body of Sales and Marketing, continuously contributes to Singapore's vision to nurture professionals by means of enabling them to be competent in the ever-changing society, economy and corporate ecosystem.

This year, the world has seen how the global pandemic changed the way businesses work. Economic uncertainty is leading consumers to become more cautious and selective in fears of the COVID-19 virus spreading. A sharp shift in the way we approach and strategise to re-configure businesses for the future, given the need for resilience, digital transformation, restructuring and new skills. Collaboration called for stakeholders — educational institutions, corporations and government to develop a pool of talent. Seismic change in how companies structure, lead, attract and engage their people.

We worked at strengthening partnerships and collaborations through a series of events and networking opportunities, which we hold frequently. Today, our key corporate members who make up the majority of MIS professional Sales & Marketing fraternity consists of diverse Marketers who are marketing professionals from across different industries in Singapore and the regions surrounding Asia.

The world we know today is continuously evolving. Despite riding the turbulent waves of the global economy, the many challenges faced by the sales and marketing industry and neck-breaking speed of technology driving workforce functions, yet there are many reasons to feel optimistic about.

As we move towards a fully-digitalised, agile and sustainable future, we can already start seeing changes taking shape in the environment we live, work and play. We witnessed how the traditional brick and mortar businesses are being transformed through technology competence. New technology emergence has also helped small to big organisations scale their business profitability and conduct businesses in a more effective and timely manner.

According to a report by Deloitte Malta on the Future of Work, "People regularly work from different offices, their home, or a local coffee shop. While where we work has changed, we all expect the same level of connectivity experienced in the physical office. The emergence of this flexible, global enterprise requires organisations to manage a dynamic ecosystem of talent and enable next-generation digital business processes that prove to be effective, even when distributed across various places and time zones," all of which will usher in a new culture of change and



adaptability. To continue staying ahead of the pack amidst the different facets of change, MIS is also continuously reviewing all aspects of our business and ensuring relevancy in today's hyper-competitive landscape.

The programmes, spanning across the nine major disciplines, are tailored to equip leadership skills and competencies, while deepening their existing skillsets or building new ones in order to make further progress and add value.

One of the memorable highlights in 2019 saw a total of 145 public programmes conducted successfully. More than 2,000 senior executives, managers and professionals attended the training courses in areas of Business Management, Communications, Personal Effectiveness, Human Capital Management and more.

PRESIDENT'S MESSAGE

(CONT'D)

FORGING NEW GOALS AHEAD

"The workforce today needs to adapt to a new culture of change and develop leaders through mentoring, and maximise their resources in an intelligent way for a sustainable future. There's a need to equip today's employees, managers, directors and leaders in a way that benefits the business."

- Roger Wang, President of the Marketing Institute of Singapore

The number of these course participants continues to grow exponentially.

Besides equipping our clients with digital skills, we also have custom-design programmes that look into each vertical and understand key business issues to address different organisation's specific training needs.

We work closely with our clients to evaluate their organisation's training needs, offer tailored learning and development solutions that work.

This method will aid both employees and mid-career individuals to enhance their existing capability, develop a new set of skills and a growth mindset to lead agile organisations, and at the same time, remain effective in their field of work.

We are happy to be making good progress with our clients and the working relationship remains strong.

Some of our clientele who have engaged our service for Custom-Design Training in 2019 such as Citibank, Robert Bosch and Deloitte are recurring businesses whom we have worked with in the past few years. We have also managed to penetrate new clientele-base such as Frasers Property, Singapore Power and ST Aerospace.

At the heart and hub of education and training excellence, our Executive Development Services remained the preferred training partner of many organisations.

Our dedication to providing consistent and the adoption of up-to-date and best practices for workplace learning have earned us a Gold title for being the Best Corporate Training Provider awarded by HRM Asia in the Readers' Choice Awards 2019. Nominated and Voted by Asia HR Professionals, MIS has been a proud recipient of the Reader's Choice

Awards for five consecutive years since 2015. Of course, we will not be where we are without the support and confidence of our valued members, clients, staff and dedications from the Executive Council Members for steering MIS through the years.

As we forge new paths and journeys ahead, we would like to express a sincere word of thanks and we look forward to your continuous support!

We seek to improve our education offering and services that will benefit our members by getting in the pulse of the industry and trends, yet with our actions guided upon MIS core values of Trust, Enterprise, Teamwork, Passion, Service Quality and Innovation.

On behalf of MIS, I wish you all a happy and prosperous year ahead!

Sincerely yours,
Roger Wang
Marketing Institute of Singapore

46TH MIS EXECUTIVE COUNCIL



Roger Wang
President

The Executive Council

The Marketing Institute of Singapore's Executive Council is an elected body comprising distinguished personalities from the industry. The Executive Council shall hold office for two years from its institution at an Annual General Meeting and has the responsibility as the policy-making body of MIS. Its role is to set the direction for the institute's growth and development. The Secretariat of full-time staff assists in the daily operations of the institute.



Lee Kwok Weng
1st Vice President



Dr Roger Low
2nd Vice President



Ken Tay
Honorary Treasurer



Peter Tan
Honorary Assistant
Treasurer



Felicia Lim
Honorary Secretary



Liu Weide
Assistant Honorary
Secretary



Douglas Koh
Council Member



Simon Ng
Co-Opted Member



Ernest Ong
Co-Opted Member



Andy Lim
Co-Opted Member

HONORARY SECRETARY'S REPORT

Annual General Meeting

Marketing Institute of Singapore and Marketing Institute of Singapore Business School will hold their respective **47th and 27th Annual General Meeting (AGM)** on **Tuesday, 29 September 2020 at 7:00pm**.

In light of the current Covid-19 pandemic, there are restriction orders to abide by in Singapore. As such, MIS members will not be required to attend the AGM in person. It will be held via the Zoom platform.

Minutes of the AGM and the 2019 Financial Report of both MIS and MISBS were read and passed.

Meetings of the MIS/MISBS Executive Council

The 46th MIS Executive Council and 26th MISBS Executive Council held regular meetings from April 2019 to March 2020.

MIS & MISBS Committees

| Chairman Dato' Seri Dr Derek Goh | | |
|--|---|--|
| Events & Membership Chairman: Roger Wang Co-Chair: Liu Weide | Marketing Committee Chairman: Roger Wang Co-Chair: Peter Tan Members: Ken Tay, Felicia Lim | Sales Committee Chairman: Roger Wang Co-Chair: Andy Lim Members: Ken Tay, Felicia Lim |
| IT Infrastructure Committee Chairman: Ken Tay, Co-Chair: Simon Ng, Ernest Ong | Education Committee Chairman: Dr Roger Low Co-Chair: Roger Wang | Finance & HR Chairman: Ken Tay Co-Chair: Peter Tan |
| Academic Board Dr Roger Low (Chairman) A.Prof Seshan Ramaswami Prof Ang Peng Hwa | Examination Board Prof Ang Peng Hwa (Chairman) A.Prof Seshan Ramaswami Dr Roger Low | Corporate Governance & Constitution Review Chairman: Lee Kwok Weng Douglas Koh Roger Low |

CORPORATE GOVERNANCE INFORMATION

Principle 1: Executive Council's Conduct of its Affairs

The Executive Council oversees the affairs of MIS, assuming responsibility for strategic plans and performance objectives, financial plans and annual budget, key operational initiatives, investment proposals, compliance and accountability systems, and corporate governance practices. The Executive Council also approves the appointment of senior managers of MIS. The MIS constitution defines the powers of the Executive Council.

The Executive Council is supported in its tasks by:

- Academic Board
- Examination Board
- Audit & Corporate Governance Committee
- Executive Development Committee
- Finance & Human Resource Committee
- Marketing Committee
- Membership Committee
- Education Committee

MIS has established financial authorisation and approval limits relevant to Executive Council, Committees and various levels of Management, for operating and capital expenditure, the procurement of goods and services and the acquisition and disposal of investments.

The Executive Council conducts regular scheduled meetings and also allows managers to present updates of MIS, enabling the Council to actively engage the managers and be updated on the operations.

New Council members are given detailed induction on MIS affairs and the regulatory environment as well as their statutory and other responsibilities to ensure that MIS is well-managed and fulfills its objectives.

46th MIS Executive Council

Marketing Institute of Singapore Council Meeting - Total 6 meetings held.

| Name | Position | Total Meetings |
|---------------|--------------------------------|----------------|
| Roger Wang | President | 6 |
| Lee Kwok Weng | 1 st Vice President | 5 |
| Dr Roger Low | 2 nd Vice President | 5 |
| Ken Tay | Honorary Treasurer | 6 |
| Peter Tan | Honorary Assistant Treasurer | 2 |
| Felicia Lim | Honorary Secretary | 2 |
| Liu Weide | Honorary Assistant Secretary | 6 |
| Andy Lim | Co-opted Member | 6 |
| Douglas Koh | Council Member | 3 |
| Ernest Ong | Co-opted Member | 2 |
| Simon Ng | Co-opted Council Member | 6 |

26th MIS Business School Executive Council

Marketing Institute of Singapore Council Meeting - Total 6 meetings held.

| Name | Position | Total Meetings |
|---------------|--------------------------------|----------------|
| Roger Wang | President | 6 |
| Lee Kwok Weng | 1 st Vice President | 5 |
| Ken Tay | Honorary Treasurer | 6 |
| Peter Tan | Honorary Assistant Treasurer | 2 |
| Felicia Lim | Honorary Secretary | 2 |
| Liu Weide | Honorary Assistant Secretary | 6 |
| Andy Lim | Co-opted Member | 6 |
| Douglas Koh | Council Member | 3 |
| Ernest Ong | Co-opted Member | 2 |
| Simon Ng | Co-opted Council Member | 6 |

Principle 2: Executive Council Composition and Guidance

The Executive Council consists of nine independent members in accordance with the Constitution. Each member is elected by the MIS members at the Annual General Meeting (AGM) and he is expected to bring experience and expertise to contribute to the development of strategies and performance of MIS. The Executive Council has the option to co-opt an additional 3 independent council members.

Executive Council members make a declaration not to act in conflict or to hold, assume or intentionally accept a position in conflict of interest with his obligations to MIS unless disclosed and approved by Executive Council.

CORPORATE GOVERNANCE INFORMATION

Principle 3: Clear Division of Responsibilities

To formalise authority, accountability and facilitate decision-making, the roles and responsibilities of the President and the Executive Council Members are defined in the Constitution and Terms of Reference when they serve in Committees.

The Executive Council is responsible for ensuring the effectiveness of the governance processes, while the senior managers are responsible for implementing strategies and policies approved by the Executive Council, and also for managing the Institute.

Principle 4 & 5: Executive Council Membership & Performance

Before the election of Executive Council members at the Annual General Meeting (AGM), Curriculum Vitae and profiles of nominated members are presented at the AGM.

The Honorary Treasurer shall not be entitled for re-election after 2 consecutive terms for MIS and after 1 term for MIS Training Centre. The Senate is a committee for providing advice and consultation to the Executive Council. The structure, appointment and functions of the Senate are stated in the Constitution.

Principle 6: Access to Information

The monthly operational and financial reports of MIS are presented and discussed at the regular Executive Council meetings. Executive Council members are given separate and independent access to the senior managers.

Principle 7: Procedures for Developing Remuneration Policies

Executive Council members serve without remuneration for their voluntary services to MIS. Council Members' out-of-pocket expenses directly related to MIS activities may be reimbursed by MIS.

The HR Committee is required to approve the remuneration and bonuses of the staff of MIS, including senior managers.

Principle 8: Level and Mix of Remuneration

The HR Committee reviews and endorses the remuneration level and mix for MIS staff to ensure that they are fair and competitive in the market. The performance evaluations of MIS staff are conducted annually and reviewed by the HR Committee.

Principle 9: Disclosure on Remuneration

No staff or manager of MIS is paid a package above \$250K per annum.

Principle 10: Accountability

The financial and operational results are presented and reviewed at the Executive Council Meetings. The Executive Council reviews financial and operational performance at the regular meetings as well as the internal audit report, the external audit report, the audit reports from the Council of Private Education and other internal reports.

CORPORATE GOVERNANCE INFORMATION

Audit financial results, achievements and operational updates are presented at the AGM. The reserves of MIS are currently kept in fixed deposits without risk exposure and could be invested with approval from the Executive Council in accordance with the provisions provided in the constitution.

In addition, details of ongoing events and happenings in MIS are circulated to MIS members via electronic direct mailers and the quarterly 'The Singapore Marketer' magazine.

Principle 11: Risk Management and Internal Controls

Annual audit of the financial statements of MIS is done by the appointed external auditors, Mazars LLP.

Principle 12: Audit Committee

The Audit & Corporate Governance Committee with clear terms of reference, comprises Mr Lee Kwok Weng (Chairman) and Dr Roger Low from the Executive Council.

Principle 13: Audit

Internal audits were conducted to ensure MIS compliances to a systematic, disciplined approach in financial and risk management, control and governance processes.

Principle 14: Members Rights

MIS respects the rights of its members and upholds its Constitution. Independent MIS members with appropriate experience and qualification are continually encouraged to serve on the Executive Council.

MIS is committed to a high standard of ethical conduct and has put in place whistle-blower policy and procedures which provide staff as well as students and trainees with well-defined accessible channels.

Principle 15: Communication with Members

Besides the electronic direct mailers that are sent to MIS members to keep them informed of events, there is also an official MIS Facebook page available for members to socialise and interact.

Feedbacks and comments from members are addressed by the Membership Department.

Principle 16: Conduct of Members Meetings

All members are invited to attend the Annual General Meetings and Extraordinary General Meetings. Attendance is encouraged and members' views are recorded and acted on accordingly.

A) This report covers both MIS and MIS Business School unless indicated otherwise

B) The term 'he' and 'his' covers both gender



MEMBERSHIP SERVICES

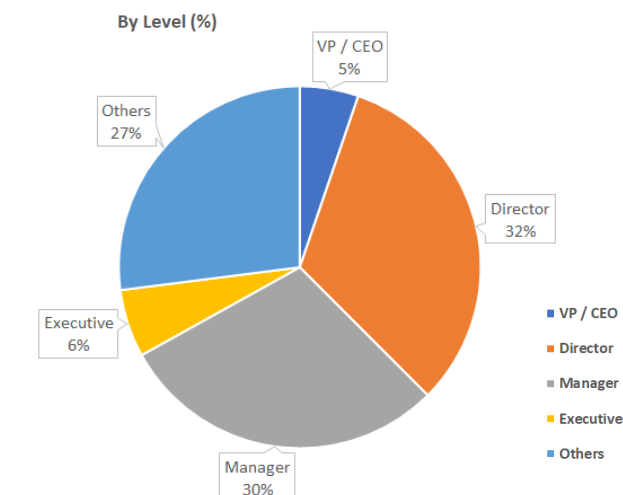
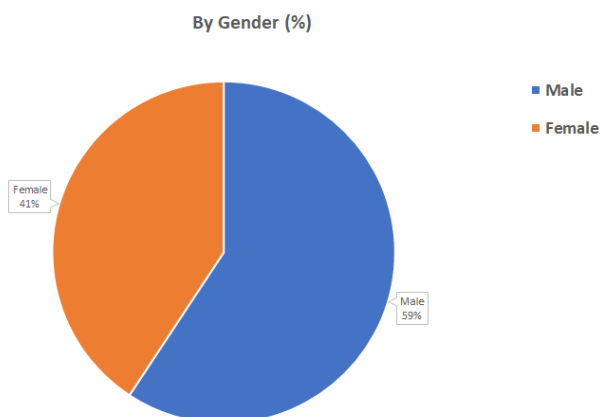
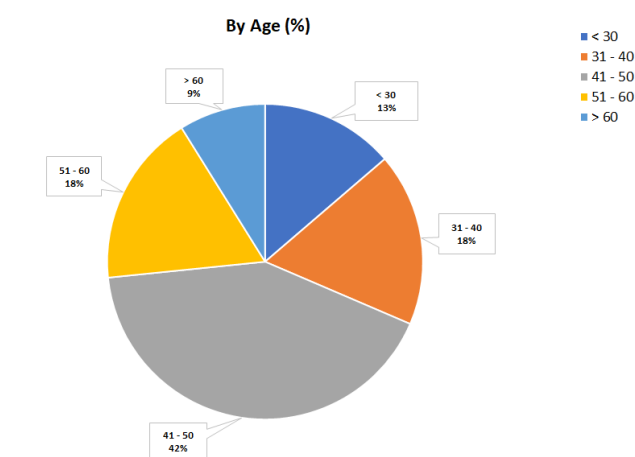
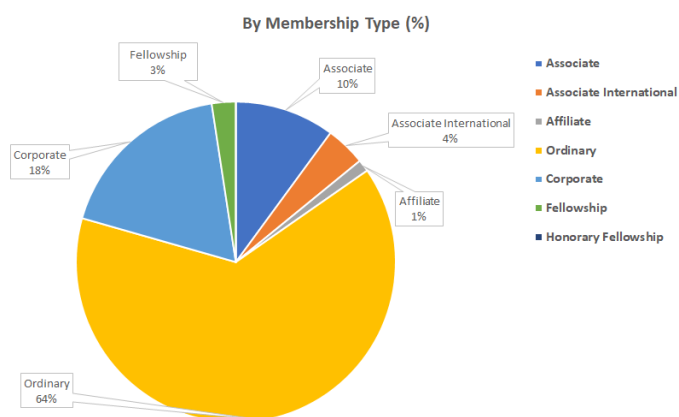
MIS frequently invites speakers from different industries to hold Marketing Guru Talks to share knowledge and insights covering Marketing Strategies used in the various industries by the respective gurus. MIS Members enjoy special deals on the Executive Development courses that are specially tailored to meet their specific training needs.

2019

2019 KEY STATISTICS AT A GLANCE

* FIGURES AS AT 31 DECEMBER 2019

MEMBERSHIP



BENEFITS & PRIVILEGES THROUGH PARTNERSHIP



The Event platform gathers like-minded individuals to share and discuss thought-provoking ideas and trends happening in the Sales & Marketing industry.

The Institution provides ample networking opportunities for thousands of members through its diverse series of events.

Building Knowledge & Skills through MIS Executive Development Programmes

Have a constant thirst to improve your knowledge or upgrade your team's skill sets? Choose from over 150 courses across 9 major disciplines on topics covering Sales, Marketing, Communications, Service Excellence, Event Management, Business Management, Human Capital Management, Leadership and Personal Effectiveness. Members are entitled up to 20% discount on courses.

Regular Membership Activities, Talks & Networking Events at Special Rates

MIS Members are part of our vibrant marketing fraternity where they get to attend thought-stimulating seminars and be informed on the latest marketing trends by industry gurus. MIS regularly holds events such as Marketing Guru Talks and co-hosted events with other established organisations.

GURU TALK

18 DECEMBER 2019

BY TRAINER EARL ALLAN



Come recharge at our

GURU TALK

**PERSONAL EFFECTIVENESS –
Leading High Performance Agile Teams**



[Register Now](#)

18 DEC 2019, 7.00PM
@ MIS Lounge



This Guru Talk by MIS Trainer Earl Allan gathered together business and HR leaders as well as MIS Corporate Members who were looking at building high-performance agile teams.

"Through the various leadership roles I have held, I also learnt, from my failures and successes the importance of putting people first when developing team structures and managing people. My personal mission is to work with leaders committed to and passionate about achieving great outcomes by putting people at the heart of what we do," said Earl Allan.

A healthy and good team culture promotes meaningful connections among the stakeholders as well as the desired mindset and behaviours for individual and team success.





Executive Development

EXECUTIVE DEVELOPMENT SERVICES

Marketing Institute of Singapore (MIS), a non-profit organisation, is the National Body for Sales and Marketing. For over 40 years, MIS has been providing quality corporate training, learning and development programmes to professionals and executives in Singapore and around the region.

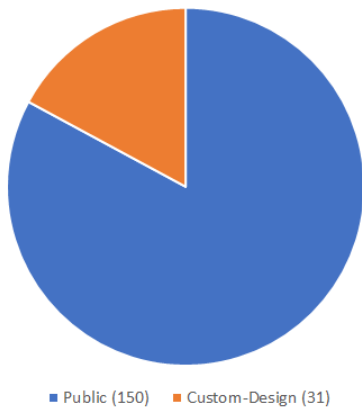
2019

2019 KEY STATISTICS AT A GLANCE

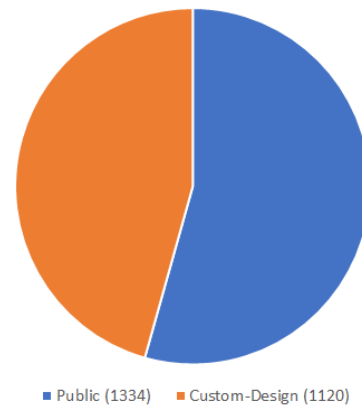
* FIGURES AS AT 31 DECEMBER 2019

EXECUTIVE DEVELOPMENT SERVICES

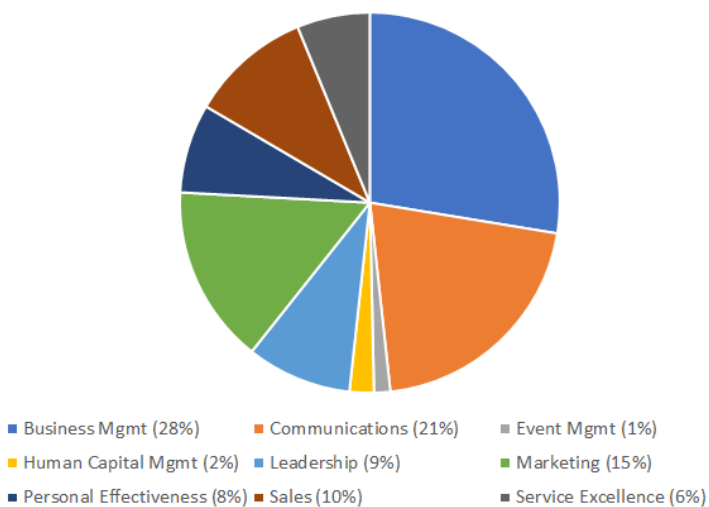
No. of Courses Conducted



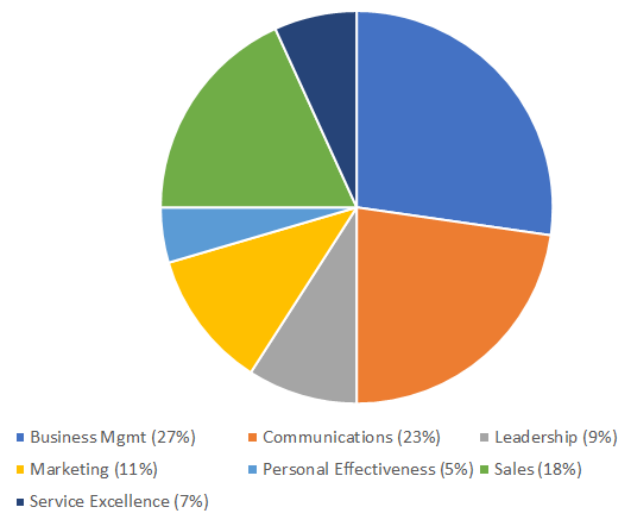
No. of Participants Trained



Breakdown of Public Courses by Category



Breakdown of Custom-Design Courses by Category



EXECUTIVE DEVELOPMENT SERVICES

Introduction

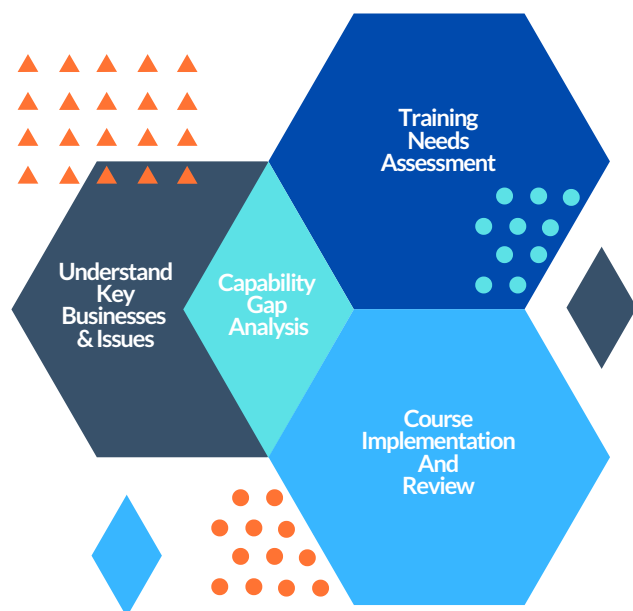
MIS Executive Development Services remains the preferred training partner of many organisations. The Executive Development Services adopt the latest trends and best practices to train professional Practitioners and Corporations across various industries, assisting managers and executives of different levels in upgrading their skills set and sharpening their core competencies.

In 2019, MIS conducted 31 custom-design programmes and trained more than 465 senior professionals, managers and executives (PMEs) in Singapore.

Over 150 public training programmes were organised in the fields of Business Management, Communications, Event Management, Human Capital Management, Leadership, Marketing, Sales, Service Excellence and Personal Effectiveness.



Custom-Design Training & Consultancy



BRAND FINANCE ASIA PACIFIC FORUM 2019

31 JULY 2019



BrandFinance® hosted its annual Asia Pacific Forum to celebrate the release of The Brand Finance Top 100 Singapore Brands 2019 in association with Marketing Institute of Singapore. With the slogan "Brand 4.0", the event addressed many challenges such as how brands are being impacted in today's internet age amidst the rise of technology emergence, the speed of change, and how technology is increasingly moving at the heart of most modern businesses today. Through interactive discussion panels, the BrandFinance® Forum sheds light on helping businesses to be successful brand ambassadors who will be instilled with a strong sense of pride and loyalty in the brand.

EXECUTIVE DEVELOPMENT

24-25 SEPTEMBER 2019
JAKARTA, INDONESIA

BY TRAINER ANSER ALY



Conducted by Trainer Anser Aly, who has diverse global and cross-category experience in driving marketing training, coaching & leadership, digital transformation, brand positioning and transformational growth, just to name a few.



EXECUTIVE CERTIFICATE IN BUSINESS & PUBLIC EVENT MANAGEMENT

6-8 NOVEMBER 2019

BY TRAINER ROB HARRIS



Conducted by a renown Event Management Educator in person, Dr Rob Harris, the Executive Certificate in Business & Public Event Management course offered by the Marketing Institute of Singapore, is a cross-border collaboration with Event Training Australia.



This 3-day practical training was specifically designed to provide a foundation of key skills and knowledge associated with the creation and delivery of corporate (e.g. product launches, conferences, functions, fundraising events), private (e.g. parties, weddings) and public events (e.g. festivals, street parades, fairs and sporting events).

The Course also covered the event management life cycle from concept development through to planning, implementation, shutdown and evaluation.

MIS TRAINERS' APPRECIATION NIGHT



MIS held the "Trainers' Appreciation Night 2019" on 01 November in appreciation of all our trainers who have walked us through many years of learning, training and supporting MIS from growth to excellence.

Certificate of Appreciation was given out to outstanding MIS Corporate Trainers in recognition of their dedication and contributions.



MIS WON HRM ASIA READERS CHOICE AWARDS



Our dedication in providing consistent and quality training and development programmes has won us the Best Corporate - Learning & Development Provider (2018 - 2019) title in the HRM Asia Readers' Choice Awards.

HRM Asia Readers Choice Award is an annual award that recognises the best and brightest HR industry partners and solution providers who have demonstrated best practices in their respective fields.

FOR FIVE CONSECUTIVE YEARS, MIS BAGGED HOME THE READERS CHOICE AWARDS FROM 2015 TO 2019, AWARDED BY HRM ASIA. MIS TEAM IN CELEBRATION MOOD AS WE RECEIVED OUR CERTIFICATE OF RECOGNITION AND WAS AWARDED THE BEST CORPORATE TRAINING PROVIDER (GOLD WINNER)!

Since the inception of MIS, the institute has been playing a vital role in the training, learning and development solutions of professionals and corporations in Singapore and around the region.

Over 4,500 senior executives, managers and professionals have benefited from our wide range of Executive Development courses, spanning across 9 major disciplines.





Marketing Institute
of Singapore

STRATEGIC PARTNERSHIP & REGIONAL COLLABORATION

2019

GLOBAL CHINESE MARKETING FEDERATION COMPETITION

9–10 JUNE 2019
SINGAPORE



Organised by the Global Chinese Marketing Federation (GCMF) and joined by Marketing Institute of Singapore and Marketing Institute of Singapore Business School as its co-organisers, the annual Global Brand Planning Competition (GBPC) is an uprising representative in the global Chinese business market that actively promotes Chinese marketing. The competition let participants gain first-hand experience and exposure into the practice of marketing through case studies, recognising achievements and fostering innovation and creativity in marketing talents. This year's competition witnessed participation from 19 Chinese GBPC teams, 12 English GBPC teams and 14 BEPC English teams. The teams comprised of college and university students from China, Taiwan, Thailand, Bangladesh and Singapore.

THE GLOBAL BRAND PLANNING COMPETITION

9-10 JUNE 2019
SINGAPORE



Organised by the Global Chinese Marketing Federation (GCMF) and joined by Marketing Institute of Singapore and Marketing Institute of Singapore Business School as its co-organisers, the annual Global Brand Planning Competition (GBPC) is an uprising representative in the global Chinese business market that actively promotes Chinese marketing. The competition let participants gain first-hand experience and exposure into the practice of marketing through case studies, recognising achievements and fostering innovation and creativity in marketing talents. Supported by MIS as a local partner, this competition provides a platform for hundreds of the most promising young minds and leaders in the marketing sector from around Asia to compete, in the hope of not only winning the competition, but also networking and exchanging ideas with their peers from other countries. The GBPC is a by-invitation only competition for Universities and Polytechnics. Invited schools included university undergraduates and polytechnic diploma students from China, Taiwan, Hong Kong, Singapore, Thailand and Malaysia just to name a few.

BUSINESS EVENT PLANNING COMPETITION

9-10 JUNE 2019
SINGAPORE



Organised by GCMF, the Business Event Planning Competition (BEPC) is held annually to enhance business trainings, award tourism talents and promote the development of conference & incentive travel industry. In addition, the competition also promotes regional communication among University faculty and students majoring in MICE, hospitality and tourism management.

AMF CAUCUS MEETING & AMF SUMMIT

5-6 SEPTEMBER 2019
JAKARTA, INDONESIA



The Asian Marketing Federation (AMF) Caucus Meeting and AMF Summit is a platform that gathers members from the marketing associations and institutes hailing from the various countries and the regions to effectively promote the interests of marketing in Asia in general and strengthening the Asian marketing fraternity.

During the Asian Marketing Federation (Caucus) meeting held in Jakarta, Indonesia on 5-6 September, MIS was one of the organisations to pledge and support the ASEAN Community Vision 2025.



MARKETING EXCELLENCE AWARDS & ASIA YOUTH WOMAN NETIZEN

6-7 SEPTEMBER 2019
JAKARTA, INDONESIA



The Asia Youth, Woman, Netizen Award are given out to highlight outstanding marketers for that year. This is part of Asia Marketing Federation's (AMF) effort to acknowledge the distinct value and emerging role of the youth, women, and netizens in elevating marketing excellence in the industry. The award will serve as sources of inspiration for marketers across the region.

WORLD MARKETING SUMMIT

7 OCTOBER 2019
BANGKOK, THAILAND

FORGET EX-GROWTH

The World Marketing Summit Asia 2019 kickstarted with the theme: FORGET EX-GROWTH, which was organised to bring purposeful governments, corporations, and citizens at all stages together to redefine “growth” in the new paradigm and “grow” inclusively through meaningful collaborations. Founded by Professor Philip Kotler, Father of Modern Marketing, the World Marketing Summit was held in more than 22 countries and engaged more than 100,000 participants.



ANNUAL MARKETING CONFERENCE

25 OCTOBER 2019
TAIPEI, TAIWAN



Jointly organised by Taiwan Institute of Marketing Science (TIMS) and Asia Marketing Federation (AMF), the Annual Marketing Conference 2019 held from 24 to 26 October 2019, gathered international professional marketers together to share thought-provoking ideas and objective debates, as well as delivered presentation about a board scope of issue. The topics covered marketing, such a global marketing trends and innovations, brand concepts and value, and the latest information about marketing based on real examples and cases studies.

GCMF AWARDS CEREMONY 2019

10 NOVEMBER 2019



In support of the Global Chinese Marketing Federation initiatives, Marketing Institute of Singapore took part in the Digital Economy Innovation & Entrepreneurship Singapore 2019. Organised by Global Chinese Marketing Federation (GCMF) and co-organised by Marketing Institute of Singapore, the event promotes the modernisation of trade and economy, which looks into accelerating information, shaping the future of compound trade and economy talents through innovation, training, and the development of informatisation and application ability.

This platform provides endless prospects and opportunities for entrepreneurial youth to demonstrate their talent, knowledge and expertise on all things related to the spirit of entrepreneurship. The big-scale event was supported by China Council for the promotion of international trade, digital economy, innovation, and entrepreneurship.



SUPPORTED BY:



OFFICIAL LOCAL PARTNER:



SPONSORED BY:



OFFICIAL HOTEL:



MARKETING OUTREACH

MAGAZINE



The Singapore Marketer Magazine

The Singapore Marketer (TSM), MIS official publication, is a knowledge-based Official Publication of Marketing Institute of Singapore that congregates the most recent trends and issues that concern marketers today.

Since its launch in 1993, the publication has been circulated to 2,000 and read by more the 10,000 readers every quarter. With its strong editorial content, the publication is revered as the marketer's how-to-guide and increases their business credibility and the exposure of their product or service within the expansion of marketing practitioners.

The quarterly print publishes contributions from sales and marketing experts that keep our readers at the cutting-edge of the industry. It also features interviews with prominent sales and marketing personalities that give valuable insights into their experience in business management and marketing practices.

The Singapore Marketer is fully digitalised on two platforms: www.issuu.com and www.magzter.com.

#SOCIAL MEDIA CHANNELS



FACEBOOK PAGE

MIS Facebook page remains an effective platform for MIS to broadcast latest events and activities. As of December 2019, we have a strong fan base of more than 8,600 followers.



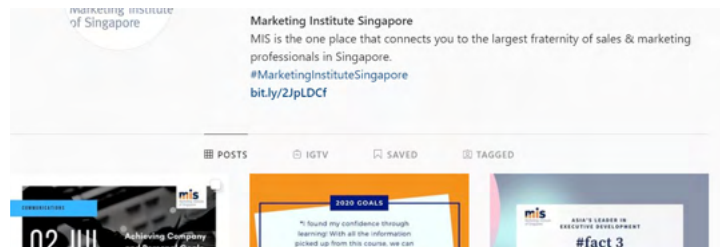
LINKEDIN COMPANY PAGE

The page is followed by over 1,700 people. LinkedIn is one of the platforms to publicise MIS' events and activities as well as to reach out to fellow marketers and professionals in the field.



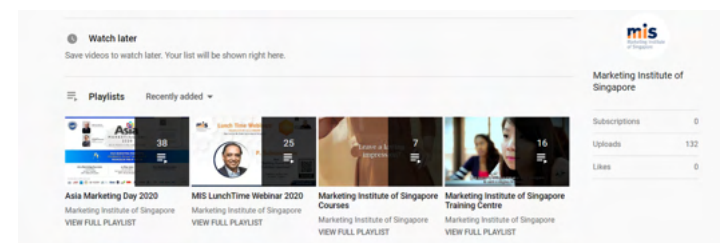
INSTAGRAM

Instagram is one of the social media platforms used to cast a larger net on participants outreach using imagery and GIFs. Hash-tag #MarketingInstituteSingapore



YOUTUBE PAGE

A picture speaks a thousand word, so videos work even better. MIS has been on YouTube for the longest time to update viewers on educational messages as well as new course offerings.



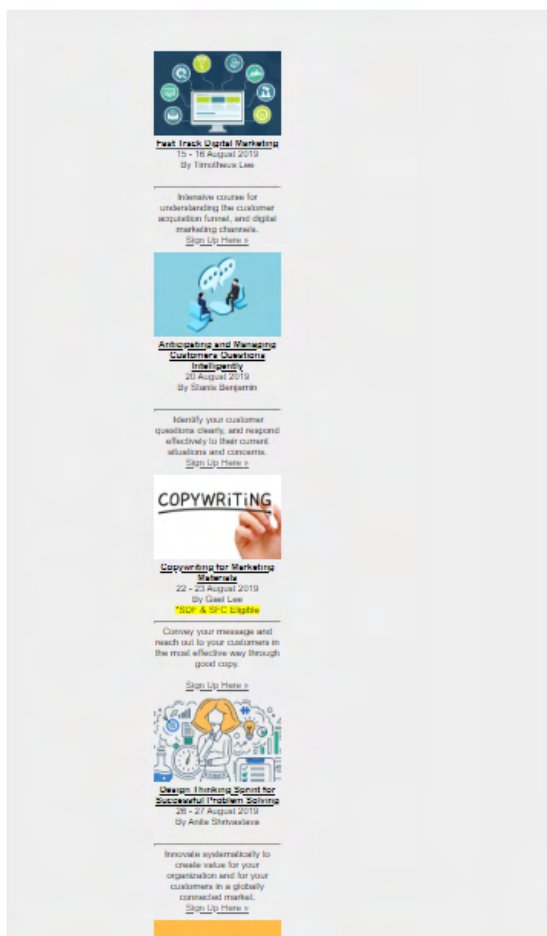
- **Note: Logos and trademarks featured on this page are the property of the respective trademark holders. Logos here are used for illustrative purposes only.**

ELECTRONIC DIRECT MAIL (EDM)



Nothing to do for the rest of August?

Come join MIS for our comprehensive range of programmes, spanning across 9 disciplines, catered to skills upgrading and development needs of professionals and corporates in Singapore and around the region.



Fortnightly eNewsletter

The MIS fortnightly eNewsletter is circulated on a bi-monthly basis with updates on the latest happenings on MIS courses.

This platform reaches to our database of MIS Members, Corporate Members and Subscribers.

We stay connected with them and bring them the latest updates on our course offerings and through the event invitations, can they get connected with the industry leaders in our GURU talks!

MIS Guru Talk 18 December 2019

[View Report](#)





Marketing Institute
of Singapore
Business School

MARKETING INSTITUTE OF SINGAPORE BUSINESS SCHOOL

2019

26TH MISBS EXECUTIVE COUNCIL



Roger Wang
President

The Executive Council

The Marketing Institute of Singapore Business School's Executive Council is an elected body comprising distinguished personalities from the industry. The Executive Council shall hold office for two years from its institution at an Annual General Meeting and has the responsibility as the policy-making body of MIS. Its role is to set the direction for the institute's growth and development. The Secretariat of full-time staff assists in the daily operations of the institute.



Lee Kwok Weng
1st Vice President



Ken Tay
Honorary Treasurer



Peter Tan
Honorary Assistant
Treasurer



Felicia Lim
Honorary Secretary



Liu Weide
Assistant Honorary
Secretary



Douglas Koh
Council Member



Simon Ng
Co-Opted Member



Ernest Ong
Co-Opted Member



Andy Lim
Co-Opted Member

MIS BUSINESS SCHOOL

CONTINUING EDUCATION SERVICES

Introduction & Future Plans

Marketing Institute of Singapore Business School (MISBS), the training arm of MIS, takes pride in providing quality education to students. This comes about by the practice of imparting holistic, relevant and up-to-date education to prepare graduates for the harsh and competitive business environment.

MIS Training Centre went through a rebranding exercise. The change of name to Marketing Institute of Singapore Business School (MIS Business School) was catered not only to the local market but also overseas market.

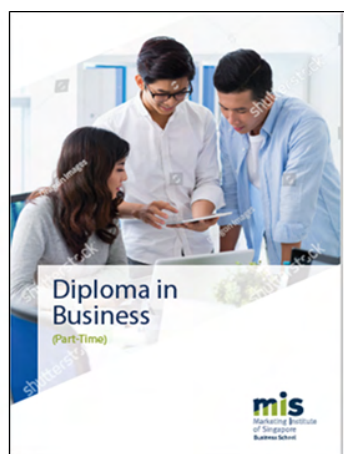
To-date, MIS has introduced three registered Courses with the Committee for Private Education (CPE). CPE is part of SkillsFuture Singapore (SSG), which governs the private education in Singapore and was established under the Private Education Act 2009.

For students who are looking to upskill their digital marketing capability, MIS Business School provides the learning opportunity to help learners learn and boost their career prospect with hands-on practical approach and industry-validated application that might come in useful and that are relevant in today's modern workplaces.

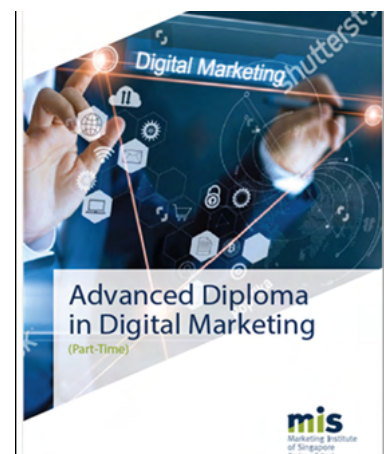
More new courses are now underway and they will be rolled out next year to cater for the market demands to promote lifelong learning and human talent development to mark its return as a leading institution in business, sales and marketing excellence.



The 8-month programme will equip students with the marketing knowledge and skills to take on the challenges of the rapidly changing business world in the field of sales and marketing.



The 8-month fast-track Diploma programme is designed for students to acquire or upgrade their knowledge and skills in the whole arena of business operations, and to further their career.



This 8-month programme is designed for those who wish to upgrade their knowledge and skills in the world of digital marketing and for working adults to advance their career goal.

MIS BUSINESS SCHOOL

CONTINUING EDUCATION SERVICES

MIS Business School will be adding new batch of Courses (to be CPE registered) to its existing Diploma course offerings. The new courses include Certificate in Retailing, Diploma in Marketing Management, Advanced Diploma in Tourism and Hospitality Management, Advanced Diploma in Business Management and Diploma in International Business Management (Chinese). For students and adult learners looking to upskill their digital marketing capabilities, take this opportunity to learn and grow with MIS Business School. The academic programmes aim to impart comprehensive knowledge in the different aspects of Business, Management and Sales & Marketing. The delivery of the Diploma programmes involve lectures, group discussions, case studies and presentations by students. There are career tracks in the world of marketing that our graduates can look forward to after graduation such as Advertising, Brand, Management, Market Analyst, Market Research, Product Manager and Public Relations, etc.



Duration 6-month part-time programme

Students will gain a sound knowledge of the basic concepts and principles needed in a business environment.

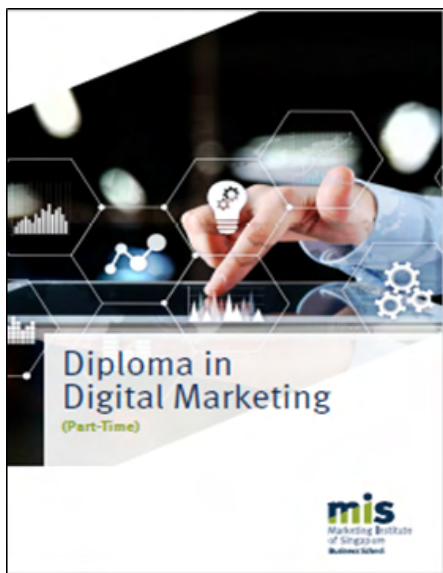


Duration 6-month part-time programme

Over the duration of the Sales and Marketing Programme, you will gain a firm understanding of the principles and techniques of the sales and marketing functions.

MIS BUSINESS SCHOOL

CONTINUING EDUCATION SERVICES



Duration 12-month part-time programme

The Diploma in Digital Marketing programme aims to provide students with a holistic view of the business process, and at the same time, develop broader knowledge in digital marketing strategies.



Duration 8-month part-time programme

The Advanced Diploma in International Events Management and MICE programme aims to provide students with a managerial orientation towards events management. Students will be equipped with management principles as well as operations perspectives of managing events and MICE businesses.



Duration 8-month part-time programme

The programme aims to provide students with a managerial orientation towards marketing. It covers all relevant topics that an informed marketing professional needs to know, as well as providing insights to issues faced in strategic, tactical and administrative marketing.



STAFF BONDING

2019

STAFF CHINESE NEW YEAR CELEBRATION 2019



It's another time of the year again to usher in an awesome year celebration. Staff gathered to toss up the traditional Yu Sheng "Lou Hei" for prosperity, good fortune and good luck in abundance. Staff also had a spectacular glimpse of the lion dance display at MIS.



STAFF CHRISTMAS CELEBRATION 2019



MIS staff met for another year of warm Christmas celebration held at the MIS lounge.

Food and drinks were served during the gathering, including the traditional Christmas logcake. There was also lucky draw where prizes were given away to winners.



Award 2019



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