

# ANNUAL REPORT 2024





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## ABOUT US

The Marketing Institute of Singapore (MIS) was established in 1973 as a not-for-profit organisation and serves as the National Body for Sales and Marketing in Singapore. The Marketing Institute of Singapore has played a pivotal role in nurturing the skills of over 85,000 professionals through its extensive professional learning and development programmes. In addition to its educational offerings, the Marketing Institute of Singapore has also created numerous networking opportunities for thousands of its members by hosting a diverse array of events.



# OUR CORE VALUES

## TRUST

Our core mission is to cultivate relationships built on integrity and accountability across our community of members, students, and staff.

## ENTERPRISE

We are committed to creating a culture that empowers individuals to seize opportunities and expand their horizons.

## TEAMWORK

We advocate for teamwork across the organisation by fostering open communication and the exchange of ideas.

## PASSION

We find joy in our work and are always ready to exceed expectations to fulfill our responsibilities.

## SERVICE QUALITY

We aim for excellence throughout our organisation, from comprehending the needs of our customers to assisting them in achieving their objectives.

## INNOVATION

We fervently support innovation and ongoing learning among our employees, in both their professional and personal growth.

## CULTURE STATEMENT

We strive to cultivate an environment that motivates our staff to serve passionately, embraces entrepreneurship, enhances innovation and service excellence, and promotes transparency, trust and collaboration among everyone.







# OUR COMMITMENT

## QUALITY POLICY

At the Marketing Institute of Singapore, our core commitment is to foster a nurturing environment that enhances working, learning, and teaching experiences for everyone involved. Our dedication to excellence is reflected through our comprehensive services, which are designed to:

### EXCEED EXPECTATIONS

Our goal is to exceed the expectations of our customers, staff, and stakeholders by providing exceptional services.

### REGULATORY COMPLIANCE

Our operations are founded on strict adherence to regulatory requirements, ensuring effectiveness, ethics, and legal compliance in all our practices.

### CONTINUOUS IMPROVEMENT

We are committed to excellence, constantly improving our processes and outcomes through innovation and feedback.

### QUALITY MANAGEMENT SYSTEMS

Our dedication to quality is upheld through effective quality management systems, essential for delivering superior service and support.

### COMMUNITY POLICY

We actively contribute to our community by engaging in volunteer work and offering financial assistance to those in need.

### ENVIRONMENT POLICY

Our commitment to the planet is unwavering. Together, our staff and students strive to minimise our environmental footprint by reducing, reusing, recycling, and expand our understanding of environmental issues and advocate for sustainability.

### INNOVATION POLICY

We strive for excellence through continuous innovation and improvement in our people, processes, and service quality.

### SAFETY & HEALTH POLICY

Ensuring a safe and healthy environment for learning and teaching is central to our mission. We are committed to protecting the well-being of our staff and students.



# STRATEGIC UNITS



## MEMBERSHIP SERVICES

### — Connecting a Community of Marketers

The MIS is esteemed as a central platform where professionals and organisations in sales and marketing converge to network and share expertise. Membership in the MIS enhances your professional standing by providing access to the latest in marketing best practices, authentic high-quality training, industry trends and insights, as well as exposure to the forefront of marketing and business strategies alongside unparalleled opportunities for networking with peers.



## EXECUTIVE DEVELOPMENT SERVICES (EDS)

### — Continuous reskilling, upskilling, and professional development solutions to aspiring executives, business professionals and corporations

Explore our extensive range of Executive Development Programmes, designed to meet the reskilling and upskilling requirements of executives and managers aiming to stay current with the latest knowledge, skills, and industry trends. Our curriculum covers a wide array of subjects including Marketing, Sales, Business Management, Communications, Personal Effectiveness, Human Capital Management, Event Management, Leadership, Service Excellence, and Digital Fluency, ensuring a comprehensive professional development experience.



# PRESIDENT'S MESSAGE

## Dear Esteemed Members,

Lifelong learning beyond our formal education is essential to continuously developing and refining our skills to adapt and thrive in an ever-changing world.

At the Marketing Institute of Singapore, we are driven by the mission to equip professionals with the knowledge and skills they need to stay prepared for new opportunities, transition into emerging fields and advance in their careers.

Over the past year, we have expanded our offerings to include Artificial Intelligence (AI) courses. As AI continues to advance, it is becoming an indispensable tool for businesses and professionals across industries. Recognising its growing importance, we have introduced new AI courses to equip our learners with the necessary knowledge and skills to leverage AI effectively in their respective fields.

Additionally, we have conducted AI training for our staff to ensure that they are well-prepared to integrate AI-driven solutions into their respective job functions.

Our influence extends beyond Singapore as we proudly represent the nation as a leading authority in sales and marketing education. We participated in the Marketing Summit in Nepal, organised by the Nepalese Marketing Association and Ace Institute of Management, and the Marketing Wars conference in Manila, the Philippines, organised by the Philippine Marketing Association and Asia Marketing Federation (AMF), sharing insights and strategies. Our management team was invited to Yogyakarta, Indonesia, to attend the AMF Board meeting, reinforcing our role in shaping marketing excellence in the region. Further solidifying our global presence, we presented on Building Business Resilience with Personal Branding via Zoom at the African Marketing Conference, equipping businesses with strategies to strengthen their marketing efforts across Africa. At home, we continued to widen our reach by participating in the COMEX IT Show and engaged with over 80,000 visitors.

Our commitment to excellence was further recognised when we were awarded the prestigious Gold Award for Best Corporate Training Provider at HRM Asia Awards 2024. This was our 10th consecutive win and a testament to our dedication to advancing executive education and professional development.

Beyond our commitment to education, we have also actively contributed to the broader learning community. In conjunction with Marketing Institute of Singapore Business School and the Global Chinese Marketing Federation, we co-organised the annual Global Brand Planning Competition and Business Event Planning Competition that saw more than 200 students from universities and polytechnics overseas participating in Singapore. We provided them the platform to showcase their business proposals on an international stage. Additionally, we sponsored Singapore University of Social Sciences (SUSS) in their efforts to motivate students during their study break by providing welfare packs that were distributed to over 100 students. We also supported the National University of Singapore (NUS) and the SUSS Doctor of Business Administration Community (DBAC) by sponsoring venue and refreshments for events organised at the MIS's premises. These efforts have helped us to strengthen our connections with these esteemed institutions and reaffirm our dedication to fostering a supportive learning ecosystem.

We express our appreciation to all the MIS council members, members, trainers, partners, learners and staff for their commitment and hard work. With your continued support, we remain optimistic to roll out new initiatives that empower individuals to drive meaningful impact in their careers.

**Sincerely,**  
**Mr. Roger Wang**  
**President**  
**The Marketing Institute of Singapore**



# THE 51<sup>ST</sup> MIS EXECUTIVE COUNCIL

The Marketing Institute of Singapore Executive Council, an elected group of esteemed leaders and experts from both the industry and academia, acts as the principal policy-making entity for the Marketing Institute of Singapore. The council is tasked with guiding the institute's strategic direction, growth, and development. Additionally, a dedicated Secretariat of full-time employees supports the council by managing the institute's daily operations.



**Roger Wang**  
President



**Dr. Roger Low**  
2<sup>nd</sup> Vice President



**Dylan Tan**  
Hon Secretary



**Angelina Gan**  
Asst Hon Secretary



**Vincent Ng**  
Hon Treasurer



**Frederick Chin**  
Asst Hon Treasurer



**Douglas Koh**  
Council Member



**Fong Wai Keong**  
Council Member



**Rachel Lyu**  
Council Member

# ACTIVITY OVERVIEW OF EXECUTIVE COUNCIL

## Annual General Meeting (AGM)

The Marketing Institute of Singapore held their respective 51<sup>st</sup> AGM on Friday, 24 May 2024 at 7pm. Minutes of the AGM were read and passed.

## Meetings of the MIS Executive Council

The 51<sup>st</sup> Marketing Institute of Singapore Executive Council held a total of 7 council meetings and subcommittee meetings between May 2024 and March 2025.

Name	Position	Total Meetings Attended
Roger Wang	President	7
Dr. Roger Low	Second Vice President	7
Dylan Tan	Honorary Secretary	7
Angelina Gan	Assistant Honorary Secretary	3
Vincent Ng	Honorary Treasurer	4
Frederick Chin	Assistant Honorary Treasurer	7
Douglas Koh	Council Member	2
Fong Wai Keong	Council Member	7
Rachel Lyu	Council Member	6



# CORPORATE GOVERNANCE

## Principle 1: Executive Council's Conduct of its Affairs

The Executive Council oversees the affairs of the 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 the MIS. The MIS constitution defines the powers of the Executive Council.

The 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 allows managers to present updates of the MIS, enabling the council to actively engage the managers and be updated on the operations. New council members are given detailed induction on the MIS affairs and the regulatory environment as well as their statutory and other responsibilities to ensure that the MIS is well-managed and fulfils its objectives.

## 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 the 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 the MIS unless disclosed and approved by the Executive Council.

## 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 for managing the Institute.

## Principle 4 & 5: Executive Council Membership & Performance

Before the election of Executive Council members at the AGM, the Curriculum Vitae and profiles of nominated members are presented at the AGM. The Honorary Treasurer shall not be entitled for re-election after two consecutive terms for the MIS. 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 the 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 the MIS. Council Members' out-of-pocket expenses directly related to the MIS activities may be reimbursed by the MIS. The HR Committee is required to approve the remuneration and bonuses of the staff of the MIS, including senior managers.

## Principle 8: Level and Mix of Remuneration

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

## Principle 9: Disclosure on Remuneration

No staff or manager of the MIS is paid a package above SGD 250,000 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. Audit financial results, achievements and operational updates are presented at the AGM. The reserves of the 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 the MIS are shared with the Executive Council members during regular Executive Council meetings.

## Principle 11: Clear Division of Responsibilities

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

## Principle 12: Audit

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

## Principle 13: Members Rights

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

## Principle 14: Communication with Members

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

## Principle 15: 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.



# MEMBERSHIP SERVICES

The MIS acts as a central meeting point for sales and marketing professionals and organisations to gather, connect, and share insights. Membership in the MIS boosts members' visibility, linking members with the latest in marketing best practices, training, industry trends, and insights, access to innovative marketing and business strategies, and networking opportunities.

Members of the MIS benefit from exclusive discounts on Executive Development courses designed to meet their specific learning objectives. Additional perks of membership include free access to the Member's Lounge, smart classrooms, and the state-of-the-art Green Room Studio at the MIS.

# EXECUTIVE DEVELOPMENT SERVICES (EDS)

Executive Development Services (EDS) represents the corporate training division of the MIS, delivering an extensive range of public and in-house training programmes for Professionals, Managers, Executives, and Technicians (PMETs). Our esteemed panel of experts has meticulously crafted a diverse portfolio of programmes across the ten essential disciplines: Marketing, Sales, Business Management, Communications, Personal Effectiveness, Human Capital Management, Event Management, Leadership, Service Excellence and Digital Fluency.

For over two decades, the MIS EDS has established itself as a premier provider of professional development and training, earning widespread trust and recognition within Singapore and beyond. To date, the MIS EDS has trained more than 85,000 professionals in executive development courses.

One of the significant achievements in 2024 was when the MIS was awarded the Gold Award for Best Corporate Training Provider at HRM Asia Awards 2024 for the 10<sup>th</sup> consecutive year. The MIS plays a crucial role in empowering the local workforce, providing them with the vital skills and competencies needed to navigate the complexities of the modern and competitive business landscape.



# REGIONAL STRATEGIC PARTNERSHIP & CONNECTIVITY



The MIS holds the esteemed position of being the National Marketing Association and is a proud member of the Asia Marketing Federation (AMF). Established in 1991, the AMF is a distinguished regional organisation dedicated to enhancing and reinforcing the marketing community across Asia. The Asia Marketing Federation (AMF) encompasses National Marketing Associations from 17 countries and regions. Its membership includes Bangladesh, Cambodia, China, Hong Kong, Indonesia, Japan, South Korea, Macau, Malaysia, Mongolia, Nepal, the Philippines, Singapore, Sri Lanka, Taiwan, Thailand and Vietnam, representing a wide and diverse network of marketing professionals across the region. The MIS President, Mr. Roger Wang, was appointed the 1<sup>st</sup> Vice President of AMF with unanimous support in November 2024.





# 2024 AT A GLANCE

Mr. Roger Wang, President of The Marketing Institute of Singapore, participated in the Marketing Summit in Nepal, organised by the Nepalese Marketing Association and Ace Institute of Management, as the keynote speaker for “Charting The Course For Business and Beyond”



**Asia Marketing Federation Board Meeting**  
Indonesia,  
1-5 May 2024

The event attracted more than 200 university and polytechnic students from countries such as Bangladesh, China, The Philippines, Taiwan, Thailand and Singapore to participate in the competitions in Singapore. Co-organised by the Global Chinese Marketing Federation, The Marketing Institute of Singapore and The Marketing Institute of Singapore Business School, the event provided the students international exposure and a platform to showcase their business proposals to an esteemed panel of judges and other institutions.



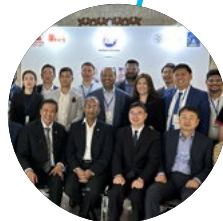
**COMEX IT Show**  
Singapore,  
29 August –  
1 September 2024

Mr. Roger Wang presented at the African Marketing Conference on the topic of Building Business Resilience with Personal Branding through Zoom on various personal branding resilience strategies that will help businesses spearhead their marketing efforts across Africa.



**Sales Roadshows at Various Locations**  
Singapore,  
September-  
October 2024

**Nepalese Marketing Association Marketing Summit**  
Nepal,  
27 January 2024



The Marketing Institute of Singapore management team was invited to Yogyakarta for the Youth Women Netizen (YWN) judging session and Asia Marketing Federation (AMF) Board Meeting.

**Global Brand Planning Competition & Business Event Planning Competition**  
Singapore,  
21 & 22 July 2024



The Marketing Institute of Singapore, in collaboration with the Marketing Institute of Singapore Business School, co-exhibited at the COMEX IT Show, which attracted over 80,000 visitors. This participation enhanced brand exposure and provided an opportunity to engage with attendees directly and address inquiries in person.

**African Marketing Confederation**  
Zoom Presentation,  
27 September 2024



The Marketing Institute of Singapore conducted multiple sales roadshows at CityLink Mall, Raffles Place and PARKROYAL COLLECTION hotel to showcase product offerings and drive course enrolment.

The Marketing Institute of Singapore hosted and moderated three sessions of the 6-part ME101 Lecture Series. The series was organised by the Middle East Institute, an autonomous research institute within the National University of Singapore, in collaboration with the SUSS DBAC and the SUSS School of Business. The series is specifically designed for top business leaders and professionals who are interested in exploring the economic potential that the Middle East holds.



**SUSS Marketing Interest Group**  
Singapore,  
October 2024



Mr. Roger Wang presented on “The Rise Of Immersive Marketing” at the World Marketing Forum’s Marketing Wars Conference, attended by 1,700 marketing professionals and industry leaders worldwide.

**Asia Marketing Federation Annual General Meeting**  
The Philippines,  
8 November 2024

**ME101 Lecture Series**  
Singapore,  
2, 16 and 30  
October 2024

**4th World Marketing Forum (WMF) 2024: Marketing Wars 6.0 And Beyond Conference and 53rd National Marketing Conference (NMC)**  
The Philippines,  
6-7 November 2024



The Marketing Institute of Singapore supported SUSS in their welfare pack distribution during students’ study week by sponsoring more than 100 welfare packs. The initiative aimed at enhancing the well-being of students.

The Marketing Institute of Singapore also participated in the Youth Women Netizen (YWN) 2024 that is part of the AMF’s annual prestigious Asia’s Marketing Excellence Award (AMEA), recognising outstanding individuals and companies in Asian marketing.



The Marketing Institute of Singapore participated in the ASEAN Marketing Summit and ASEAN Business Advisory Council Meeting to explore collaborative opportunities among ASEAN member states.



**HRMasia Awards**  
Singapore,  
4 December 2024

**Youth Women Netizen Awards 2024**  
Singapore,  
8 November 2024



Mr. Roger Wang was appointed the 1<sup>st</sup> Vice President of AMF with unanimous support.

**ASEAN Marketing Summit**  
Indonesia,  
4-5 December 2024



The Marketing Institute of Singapore has been recognised by the HR industry as the leading Corporate Training Provider for the 10th consecutive year, earning the prestigious Gold Award.

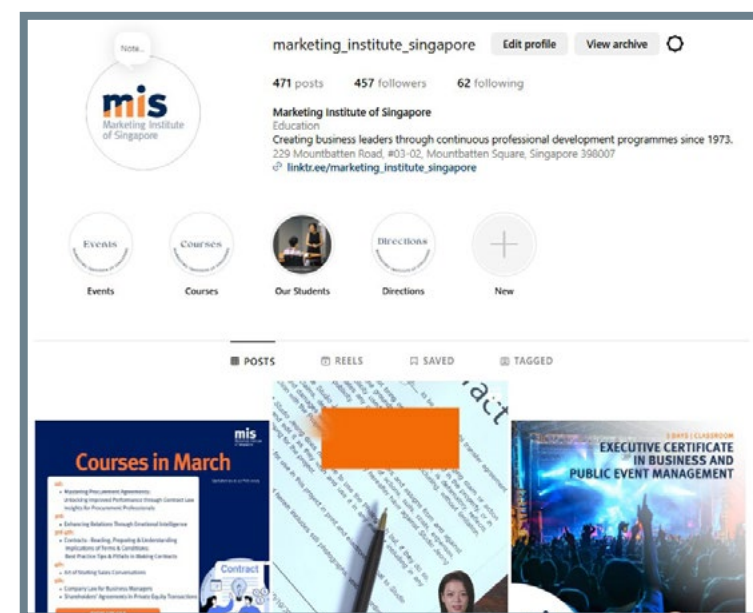
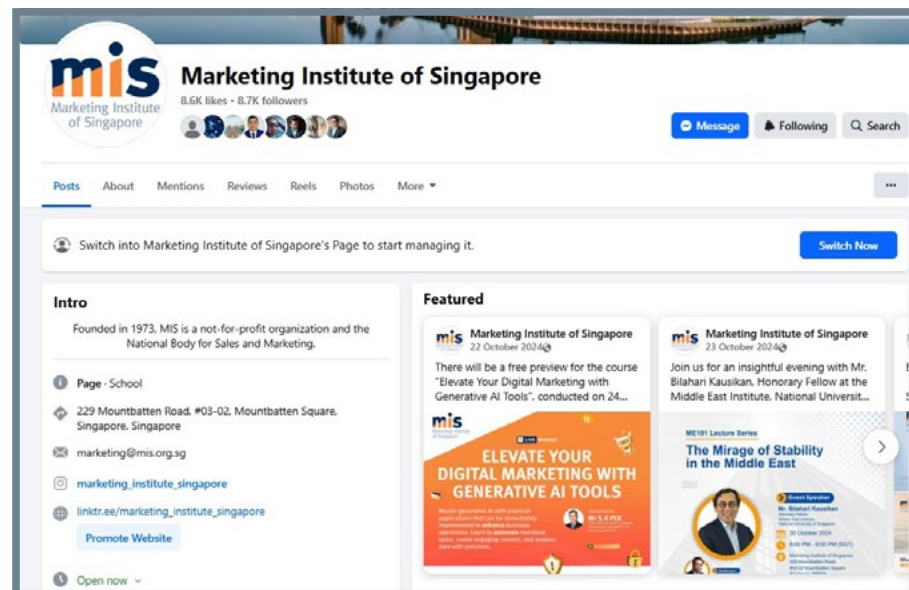


# MARKETING OUTREACH

The MIS actively engages its audience and the community through diverse marketing channels, leveraging strategic communication to enhance visibility to drive enrolment and expand its reach.

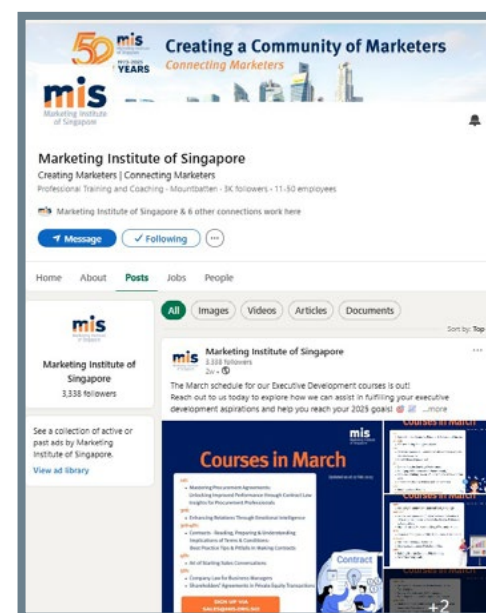
## Facebook

- Number of page followers – 8K+



## Instagram

- Number of page followers – 400+

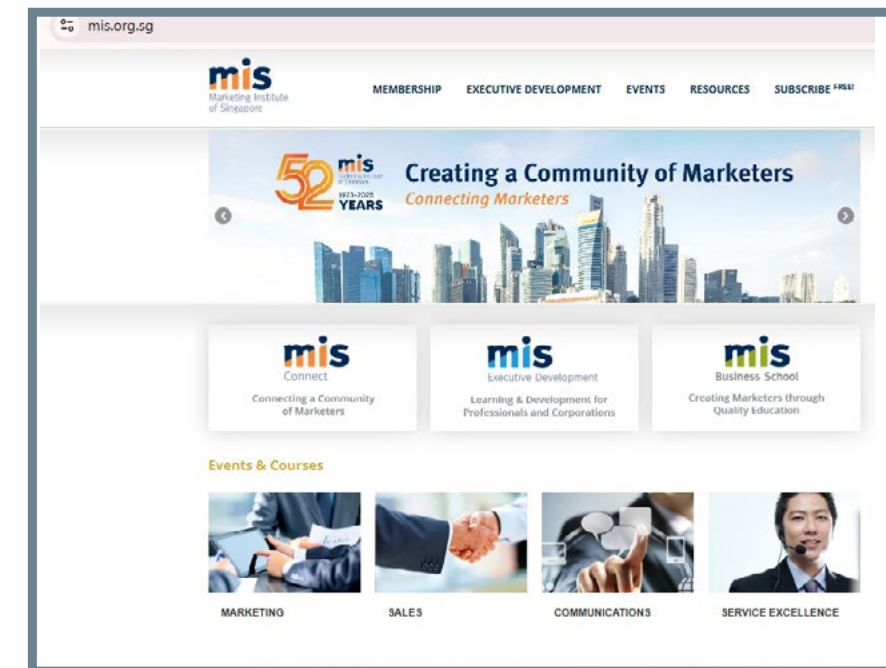


## LinkedIn

- Number of followers – 3K+

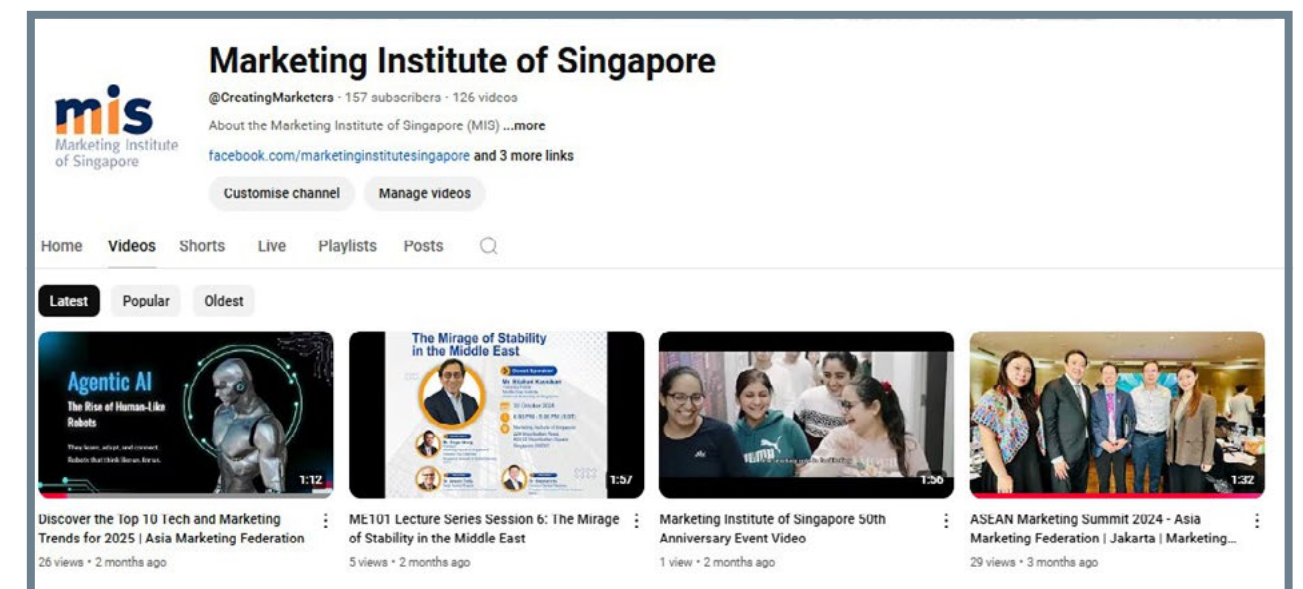
## Website

- Website traffic – 47K+ visitors



## YouTube




- Number of subscribers – 100+







 [www.mis.org.sg](http://www.mis.org.sg)  
 [executivedevelopment@mis.org.sg](mailto:executivedevelopment@mis.org.sg)  
 +65 6327 7580

 MarketingInstituteSingapore  
 marketing\_institute\_singapore  
 MarketingInstituteSingapore

229 Mountbatten Road, #03-02, Mountbatten Square Singapore 398007