



Marketing Institute
of Singapore

Annual
Report

2014

Every piece

MAKES

IT

SIGNIFICANT





About Marketing Institute of Singapore

► **Founded in 1973**, the Marketing Institute of Singapore (MIS), a not-for-profit organisation, is the National Body for Sales and Marketing. Over the years, MIS has nurtured more than 50,000 sales and marketing practitioners through its professional learning and development programmes and provided ample networking opportunities for thousands of members through its diverse series of events.



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

Continuous Training, Learning & Development for Professionals and Corporations

MIS also plays a 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 that caters to the skills upgrading and professional development needs of executives and managers to keep themselves abreast with industry trends, knowledge and skills. Its custom-designed training programmes also help organisations identify gaps in their workforce competencies and optimise training ROI by tailoring a curriculum to its specific training needs & goals.



Continuing Education Services

Providing A Nurturing Environment for Academic and Personal Excellence

A leading Private Education Institution (PEI) in Singapore and the region, with its wide range of programmes in different specialisations, MIS Training Centre offers students a quality and holistic education by imparting comprehensive knowledge in the different aspects of business. The Institute believes in promoting marketing as a philosophy and developing students holistically within a robust academic framework. The qualifications awarded by MIS Training Centre are well-regarded and recognised, especially in the fields of Business Management, Sales and Marketing. It also offers degree and masters programmes from the two renowned overseas universities namely University of the West of England (UK) and The University of Buckingham.

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Giving Back to the Society

Vision, Mission & Connections



The Marketing Institute of Singapore (MIS) is the national professional body for sales and marketing. Since 1973, the institute has nurtured more than 50,000 students, sales and marketing practitioners through its continuous education and executive development programmes. It also serves as a hub for students, professionals, and organisations interested in sales and marketing to congregate, network, and exchange knowledge.

The Institute believes in promoting marketing as a philosophy and developing students holistically with our robust academic framework. The qualifications awarded by MIS are well regarded and recognised, especially in the fields of Business Management, Sales and Marketing.

VISION

Creating Marketers

MISSION

Connecting a community of marketers

CORE VALUES

Trust
Enterprise
Teamwork
Passion
Service Quality
Innovation

REGIONAL CONNECTIONS

The Institute is a founding member of the Asia Marketing Federation (AMF), a regional body set up in 1991 comprising national marketing bodies from Hong Kong, Indonesia, Japan, Korea, Malaysia, Philippines, Singapore, Sri Lanka, Bangladesh, China, Vietnam and Thailand.



Message from the President



The key focus of 2014 was to re-imagine MIS given the vast changes in the business and education landscape. We have been exploring ways to add value to our business units and recruit students both local and internationally. We have made bold strides in 2014 with heightened marketing efforts and regional strategic partnership that strengthened MIS' presence in the private education sector. We will continue to stay true to our ethos of enabling continuing education and lifelong learning.

REACHING OUT BEYOND OUR BORDERS

We have gone beyond the shores of Singapore and started expanding into the ASEAN region. MIS and MIS Training Centre now has a presence in China and Vietnam market.

An MOU was signed between MIS/MIS Training Centre and China Council for the Promotion of International Trade (CCPIT) in June 2014, which formalised the collaboration framework. The MOU serves as the platform for Chinese marketers to join MIS membership and benefit from our professional development courses as well as membership events. They can also harness on MIS' affiliation with Asia Marketing Federation (AMF) to reach out to marketers in the ASEAN region.

MIS will be conducting marketing-related programmes and events in China which will promote experience and knowledge-sharing between Singapore and Chinese marketers. Also, with the appointment of highly qualified and knowledgeable professionals in MIS-China Advisory Board, this will inject a Chinese perspective to our existing ways in creating and connecting marketers.

MIS Training Centre marked its presence in Vietnam market on December 2014. Our training centre partnered Saigon Polytechnic College in exporting its Diploma and Advanced Diploma programmes to Vietnam. An

MOU was also signed to formalise this collaboration.

STRATEGIC COURSES FOR THE C LEVEL EXECUTIVES

For over 40 years, MIS has played a leading role in providing training, learning and development programmes to professionals and corporations in Singapore and around the region. This year denotes another milestone for MIS Executive Development Services with a strategic partnership with Sheth Leadership Academy (SLA) in offering a series of thought-leadership courses that targeted at managerial levels and above. These courses will touch on broad organisational and societal issues that offer provocative insights to help companies uncover their next breakthrough for market leadership. The four courses on thought leadership will run from March 2015.

SETTING NEW PURPOSE AND DIRECTION

The current council have been working hard to realign MIS and MIS Training Centre to the needs and demands of the current business and education landscape.

MIS Training Centre spruced up its Vision and Mission to maintain its competitive edge in the private education sector. The new Vision and Mission statements better reflect its role in the current private education sector and set a clear path moving forward.

Our vision is to be the leading institution in business, sales and marketing excellence. We are on a mission to provide a nurturing environment for academic and personal excellence.

SPRUCING UP OUR COURSES TO MATCH CURRENT NEEDS

There is a paradigm shift in the private education landscape. Our government recognises that people need more diverse skills to excel in

Message from the President

(cont'd)

the new economy. The current council has initiated a thorough review of the existing courses/modules that lead to elimination of obsolete ones and introduction of new courses. The academic team came out with a number of new courses to benefit working professionals with interest to upgrade their knowledge and skills in the areas of Business, Digital Marketing, Events Management, Marketing Management, Tourism and Retailing.

CONNECTING MARKETERS AT A NEW LEVEL

The council wants to bring our objective of connecting marketers to a new level. We looked into collaboration with other non-profit business organisations.

MIS signed an MOU with Singapore Malay Chambers of Commerce and Industry (SMCCI) in September 2014 to encourage joint networking events and initiatives. This MOU was a good head start to more collaboration with other non-profit business organisation in 2015.

Besides, MIS and Singapore Association of Convention and Exhibition Organisers and Suppliers (SACEOS) has jointly organised an industry networking event that was well-attended by more than 70 professionals.

Our signature industry seminars, Marketing Guru Talks, has to date always been focused on the managerial level professionals. In 2015, Membership services will be looking at events that will attract the C-suits. We want to provide a platform for upper tier members to network and connect. MIS Training Centre will continue to identify and engage reputable universities as strategic partners to expand our suite of further education programmes to meet the demands of the global economy.

FORGING AHEAD

2014 was a year of intense competition for enrolment. Yet, we must achieve the growth necessary to reinforce the MIS Training Centre's academic standing in the private education sector. This achievement will require many ways of thinking through the issues and execute multi-pronged approaches to meet our business demands.

My first year as the President of the Executive Council has been extremely challenging yet a rewarding one. I have seen strong cooperation, synergy and dedication among the council members. We are proud to acknowledge that the current council members have a strong blend of expertise that has immensely help us to work through the challenges. Much sacrifice has been made by the team in the name of service and passion. I would like to thank every member of the executive council and senate for their unrelenting support and invaluable contributions to MIS.

I want to invite any member, who believe they have the expertise and passion, to be part of the council. Together, let's bring MIS to the next level.

Of course, we can't execute without a strong support. I would like to thank the management, staff, members, lecturers, university partners, students and other stakeholders for their steadfast support. Each of them has played a crucial part in making MIS what it is today.



Mr Roger Wang
President, MIS

Message from the Senate Chairman



I am honoured to serve as the newly-elected Senate Chairman for the new term.

As I have been a member of the MIS Senate since early 1980s, I have seen MIS come a long way from just a membership organisation to becoming a one-stop centre for Continuing Education, Corporate Training and Membership Services. Appointed as the Chairman of the Senate, I am looking forward to support the council as they look at ways to further serve our members by reviewing the existing operations of MIS and developing new strategic directions for the institute in year 2015.

The Executive Council faced a demanding task in the year of having to strengthen the internal operations of the institute and at the same time strategising to keep its competitive edge in the education arm while ensuring that the institute stay focus on its role as the Professional body for sales and marketing. However, the Executive Council was quick to identify the opportunity to restructure the institute to bring relevant capabilities to not only sustain its current operations but with the vision to further expand its education arm

overseas as well as bringing in more value to its members. Their efforts are indeed commendable.

As the Chairman of the Senate for the first year, I would like to take this opportunity to thank my fellow Senate members and Executive Council for their support during this transition. Moving ahead, I would like to seek your continued support in helping to meet the challenges of 2015 and further secure MIS' dominance in marketing education in Singapore. We need to consolidate our position as the National Body for Sales & Marketing practitioners, bring higher-value events for our members and engage marketers at both the national and regional level.

I would also like to urge our Council, Management and staff to continue upholding the institute's vision, mission and core values in our quest to be the leading institute in Business, Sales and Marketing Excellence.

A stylized, handwritten signature in black ink, consisting of a series of loops and a long horizontal stroke.

Dr Gan Eng Khem
Senate Chairman, MIS

41st MIS Executive Council



President
Mr Roger Wang



1st Vice-President
Mr Bhavik Bhatt



2nd Vice-President
Mr Lee Kwok Weng



Honorary Secretary
Mr Dean Shams



**Assistant Honorary
Secretary**
Dr Ramesh Tarani



Honorary Treasurer
Mr Paul Lim



**Assistant Honorary
Treasurer**
Ms Lydia Neo



Council Member
Mr Leonard Zuzarte



Council Member
Mr Michael Tan



**Co-opted Council
Member**
Mr Freddy Tan



21st MIS Training Centre Executive Council



President
Mr Roger Wang



1st Vice-President
Mr Bhavik Bhatt



2nd Vice-President
Mr Lee Kwok Weng



Honorary Secretary
Mr Dean Shams



**Assistant Honorary
Secretary**
Mr Leonard Zuzarte



Honorary Treasurer
Mr Paul Lim



**Assistant Honorary
Treasurer**
Ms Lydia Neo



Council Member
Ms Veronica Jayaram



**Co-opted Council
Member**
Mr Freddy Tan

Honorary Secretary's Report

ANNUAL GENERAL MEETING

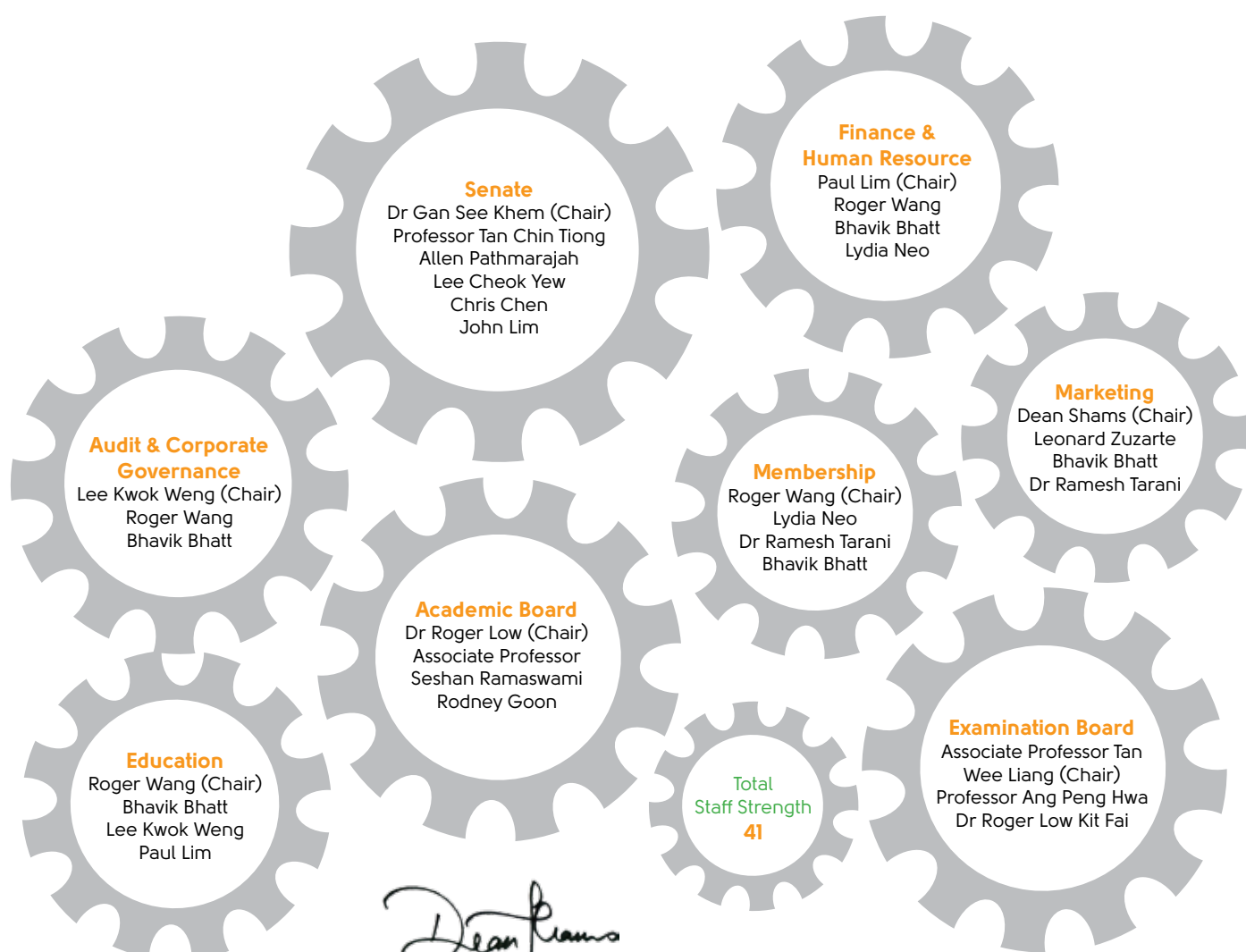
The Marketing Institute of Singapore (MIS) and Marketing Institute of Singapore Training Centre (MIS Training Centre) held their respective 41st and 21st Annual General Meeting (AGM) on Friday, 28 March 2014 at the National Design Centre. Minutes of the AGM for 2013 and the 2013 Financial Report of both MIS and MIS Training Centre were read and passed.

MEETINGS OF THE MIS & MIS TRAINING CENTRE EXECUTIVE COUNCIL

The 41th MIS Executive Council and 21th MIS Training Centre Executive Council held regular meetings from April 2014 to March 2015.

SENATE

The Senate is an Advisory and Consultative Committee to the Executive Council on the management of the Marketing Institute of Singapore and the development of long-term goals and strategies for the institute



Mr Dean Shams

Honorary Secretary, MIS and MIS Training Centre

— Corporate Governance —

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,
- Finance and Human Resource Committee,
- Marketing Committee,
- Membership Committee, and
- 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 fulfils its objectives.

Principle 2: **Executive Council Composition and Guidance**

The Executive Council consists of 12 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.

Executive Council for 2014/2015

Marketing Institute of Singapore Council Meeting –
Total 6 meetings held

Name	Position	Total 6 Meetings
Roger Wang Wei Seng	President	6
Bhavik Bhatt	1st Vice President	5
Lee Kwok Weng	2nd Vice President	6
Dean Shams	Hon Secretary	6
Ramesh Kumar	Assistant Hon Secretary	6
Paul Lim	Hon Treasurer	4
Lydia Neo	Assistant Hon Treasurer	3
Leonard Zuzarte	Council Member	6
Michael Tan	Council Member	2
Freddy Tan	Co-opted Member	1

Freddy Tan was co-opted into the MIS council in November 2014.

Marketing Institute of Singapore Training Centre
Council Meeting – Total 6 meetings held

Name	Position	Total 6 Meetings
Roger Wang Wei Seng	President	6
Bhavik Bhatt	1st Vice President	5
Lee Kwok Weng	2nd Vice President	6
Dean Shams	Hon Secretary	6
Leonard Zuzarte	Assistant Hon Secretary	4
Paul Lim	Hon Treasurer	4
Lydia Neo	Assistant Hon Treasurer	2
Veronica Jayaram	Council Member	3
Freddy Tan	Co-opted Member	1

Freddy Tan was co-opted into the MIS Training Centre council in November 2014.

— Corporate Governance —

(cont'd)

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 Vitas 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 MISTC.

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.

Annual financial results, achievements and operational updates are presented at the AGM.



— Corporate Governance —

(cont'd)

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 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, RSM Chio Lim.

Principle 12: Audit Committee

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

Principle 13: Audit

Audit of EduTrust requirement of MISTC for 2014/2015 is conducted by the appointed external auditor, EDUValue.

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 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.

Note:

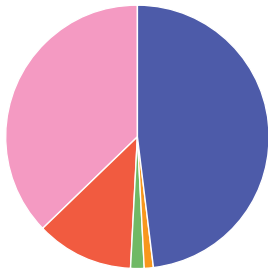
- a) This report covers both MIS and MISTC unless indicated otherwise.
- b) The term 'he' and 'his' cover both the genders.

2014 Key Statistics

* Figures as at 31 December 2014

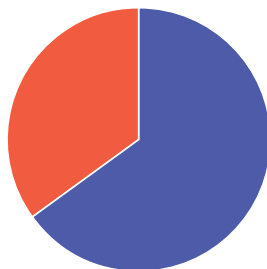
MEMBERSHIP

By Membership Type



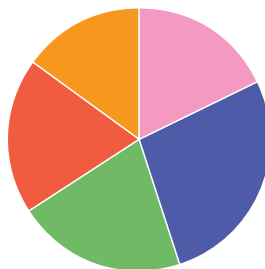
Corporate 135
Ordinary 549
Fellow 19
Affiliate - Individual 15
Affiliate - Students 423

By Gender



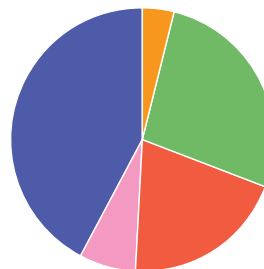
Male 65%
Female 35%

By Age Group



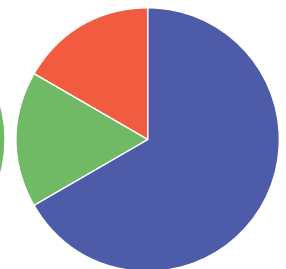
<30 18%
31-40 27%
41-50 21%
51-60 19%
>60 15%

By Level



C, VP, SVP 4%
Director 27%
Manager 20%
Executive 7%
Other 42%

By Programme

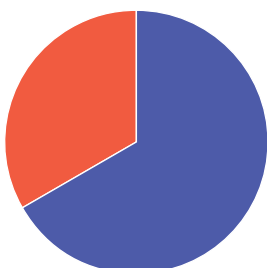


Marketing Guru Talks 12
Marketers' Nights 3
Corporate Social Responsibility Events (Both MIS organised or supported) 3

EXECUTIVE DEVELOPMENT SERVICES

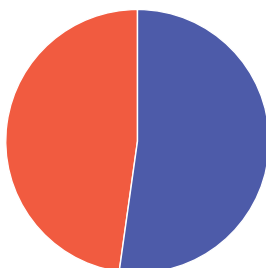
Total of 3,355 course participants

No. of courses ran



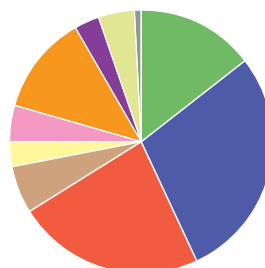
Public 157
Custom-design 78

No. of participants trained



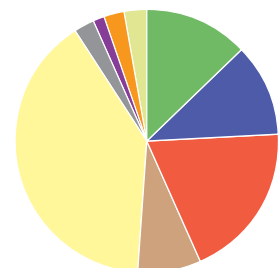
Public 1759
Custom-design 1596

Breakdown of public courses by category



Sales 23
Marketing 45
Communications 36
Service Excellence 9
Leadership 5
Personal Effectiveness 7
Business Mgmt 19
Business Mgmt WSQ 5
Event Mgmt 7
Human Capital Mgmt 1

Breakdown of custom-design courses by category



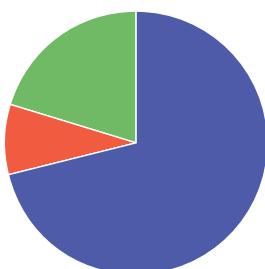
Sales 10
Marketing 9
Communications 15
Service Excellence 6
Leadership 31
Personal Effectiveness 0
Business Mgmt 2
Business Mgmt WSQ 1
Event Management 2
Human Capital Mgmt 2

CONTINUING EDUCATION

Number of Enrolment: 423

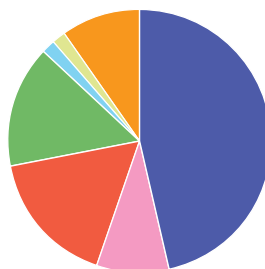
Number of Graduates: 258

Graduates Breakdown



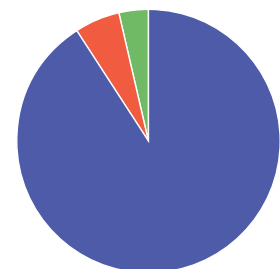
MIS Training Centre Proprietary Programmes 184
Northumbria University 22
University of Buckingham 52

Student Demographics



Singaporean 197
Malaysian 37
China 71
Vietnam 63
Indonesian 7
India 7
Others 41

Student Activities



No. of students participated 419
No. of student activities 26
Average no. of students participated 16

Number of First Class Honours

University of Buckingham - Bachelor 1
University of West England - Bachelor 1

Number of Merits

University of Buckingham - Master 3
University of West England - Master 1



Membership Services

“The richest people in the world look for and build networks. Everyone else looks for work.”

~ Robert Kiyosaki

MIS 41ST ANNIVERSARY DINNER & DANCE

MIS' 41st Annual Dinner and Dance was celebrated with Le Garden Affair Theme at Novotel Clarke Quay Singapore on 25th April 2014. It was a fun filled and colourful evening with the bustling Joshiley Bhangra Troupe that kick started an evening of celebrations with a bang!

The memorable celebration was graced by Devin Wu (吴佩珊), a famous Taiwanese artist, who performed 2 songs that hyped up the audience with its upbeat tempo.

As part of the evening programme, the Excellent Lecturer Award, Long Service Award and Staff Appreciation Award were also given out.

Further into the evening, guests were tickled pink with a performance by Abigail Chay, veteran in the comedy industry and were also fascinated by Mentalist Nique Tan who wowed the crowd with this mind reading prowess. The event was attended by 150 members, friends and staff of MIS. 20 Lucky draw prizes were given out that evening.



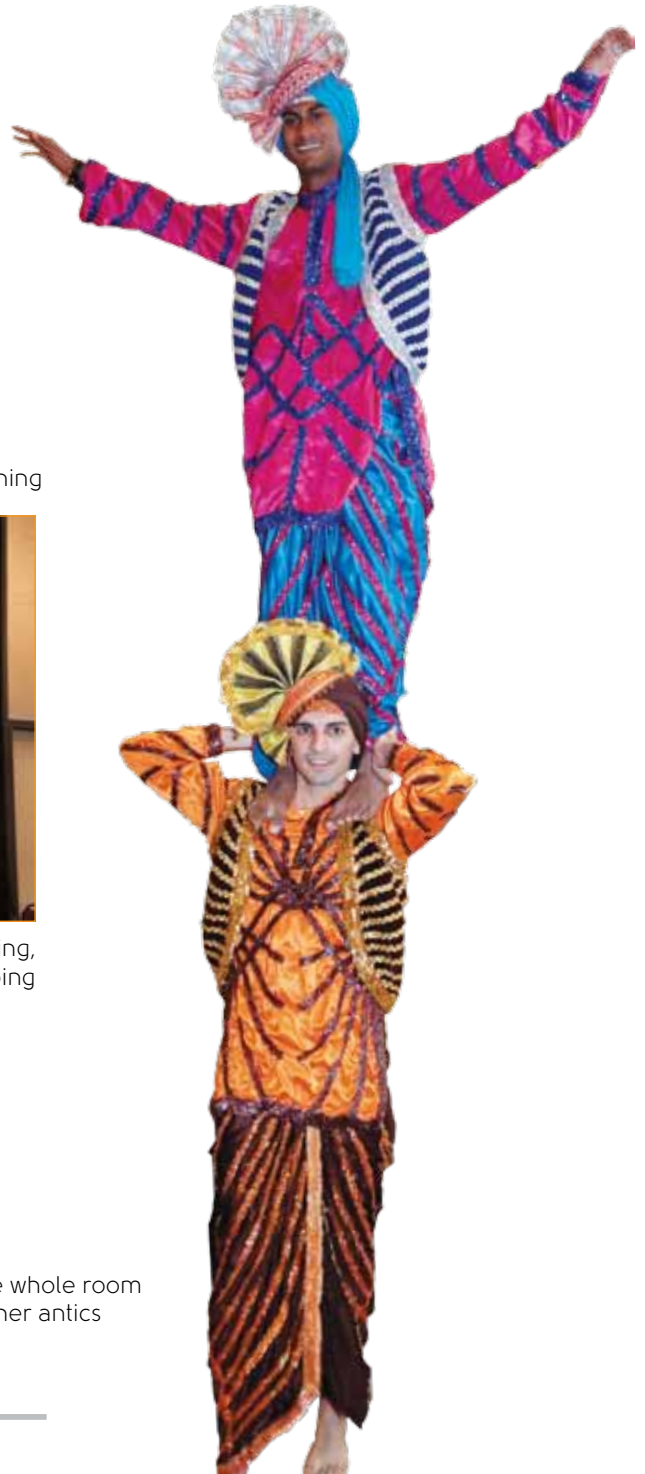
▲ The highly energetic Joshiley Bhangra Troupe kick starting the evening



▲ Special guests for the event: From left to right: Yaoxing, Devin Wu and Zheng Geping



◆ Abigail got the whole room in stitches with her antics





A room filled with a happy crowd of friends, members and staff of MIS



Long Service Award, staff from MIS Training Centre



Long Service Award, staff from MIS



Winners for the Best Dressed Award



Strongest Man Award? Things got abit tougher for the men.



The Finale! Nothing like getting everyone together for a mass dance off!



The lucky 3rd Prize winner!



Student from MIS Training Centre wins the 2nd Prize



And the 1st Prize winner goes to our very own staff!



TALKS & NETWORKING ARE THE KEY DRIVERS...

The Marketing Guru Talks are MIS mainstays as MIS continually strives to seek Gurus from various industries to provide real-life case studies and perspectives to the members, students and members of the public. These talks also serve as an avenue for like-minded individuals to exchange knowledge and connect on a professional level.

A total of 12 Marketing Guru Talks were organised in 2014. MIS maintained a steady stream of knowledge hungry participants for the talks that amounted close to 500 attendees in total.

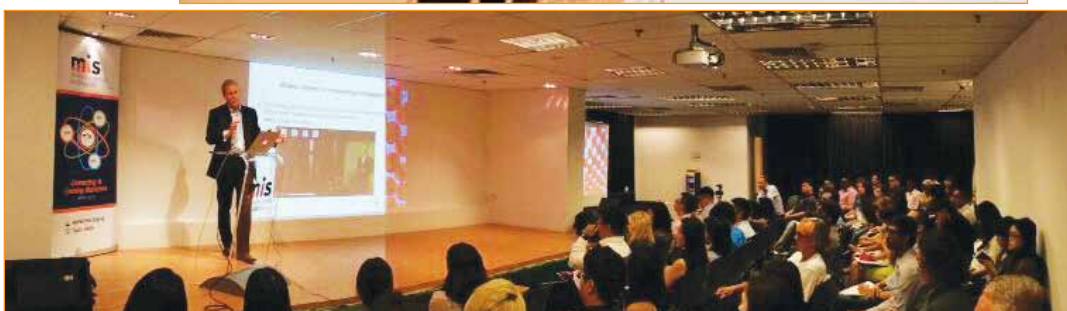
These talks provided insights into a wide spectrum of industries like Export/Import, Hotel, Mobile Phone, Advertising and SEO Agencies and Ecommerce. Other topics like Digital and Mobile Marketing as well as Public Relations were also explored.

» 16 Jan 2014

The Prowess of Online Videos

Tim Chatfield

CEO Asia & Global Head of Partnerships,
Viocorp International Pty Ltd



» 27 Feb 2014

The Perfect Digital Synchrony

Kersie Koh

Creative Director & Co-Founder,
Clozette Pte Ltd



Theresa Pragasam-Sidhu

Director of Brand Management (Asia, Middle East, Africa and Australia),
InterContinental Hotels Group

» 13 Mar 2014

Brand is the Business



» 16 Apr 2014

A Fishy Story

Kenny Yap

Executive Chairman & Group Managing Director,
Qian Hu



» 22 May 2014

Luring, Following & Catching Consumers' Clicks

Evangeline Leong

Head of Digital Account Management,
PurpleClick



Tuomas Peltoniemi
Head of Digital,
Digital Arts Network

» 26 Jun 2014

Fuelling Creativity with Data in the Digital World



» 31 Jul 2014

The Rise of Mobile Application & Omni-Channel Marketing

Benjamin Yang
Managing Director,
Balanced Consultancy



» 27 Aug 2014

Internationalisation and Cross Border Marketing as a SME



Shane Chiang
Head of Corporate PR, South Asia,
HTC Corporation

» 18 Sep 2014

The New PR/Social & Digital Landscape



» 30 Oct 2014

Marry your Online-Offline Marketing Campaign in 3 Steps!

Joshua Loke
Marketing Consultant & Entrepreneur



EVENTS THROUGH COLLABORATION

A SACEOS & MIS Industry Networking Event

With increasing competition within the Asia Pacific region, every industry needs to find ways to maintain its competitive edge to stay on top of the game. With this in mind, MIS partnered with Singapore Association of Convention and Exhibition Organisers and Suppliers (SACEOS) to organise an Industry Networking Session.

More than 70 professionals attended the event held at the Altimate. Guest speakers, Anastasia Ling, Managing Director of Quintessentially Lifestyle Singapore and Joseph Ong, venue sponsor and Director of One Rochester Group, also shared some of their perspectives on business innovation during the event. After an insightful session, guests were also treated to a magnificent 360-degree view atop one of the highest nightspots in town.



▲ Members and friends of MIS and SACEOS filled the cosy interior of Altimate



▲ A little tête-à-tête before the event officially started



▲ Roger Wang, President of MIS, joining in the networking session



▲ Networking with Joseph Ong, Director of One Rochester Group



▶ The handsome men of the Staff and Council of MIS





The audience were engrossed in the session

Conversations with Jag

In a collaboration with Indian Institute of Management, MIS played host to Dr. Jagdish Sheth, Founder of India, China & America Institute. In a cosy session on 13 October, Dr. Sheth shared his views on India's role in the Asian theatre and discussed the benefits of India's economic, political and security interest alignment with Asia.

Dr. Sheth is foremost an educator, author, consultant, and philanthropist dedicated to shaping the future leaders of the world. His pioneering research and publications as well as his insightful consulting and training services have transformed Marketing and management thought and practices in the areas of leadership, strategy, buyer behaviour, customer relationship management and globalisation.



▲ Dr. Sheth sharing his views of India's role in the Asian theatre



▲ Dr Sheth wrapping up the evening

MIS PUBLICATIONS & SOCIAL MEDIA OUTREACH

► The Singapore Marketer

The Singapore Marketer is the official publication of the Marketing Institute of Singapore. It offers in-depth analysis of current marketing strategies, ideas and concepts. The quarterly print publishes contributions from sales and marketing experts and keeps readers at the cutting-edge of the industry. The knowledge-centric publication also features candid interviews with prominent sales and marketing personalities, which are often than not valuable insights into their experience in business management and strategies.

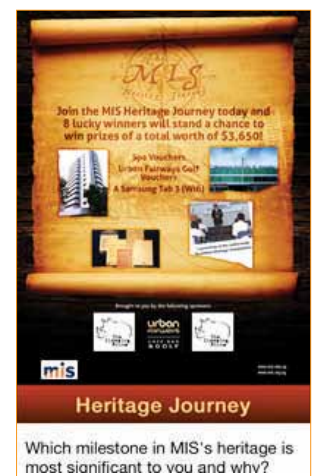


◀ e-Marketer

The e-Marketer is a monthly online publication launched in January 2007 with a circulation of more than 110,000. It serves to provide updates to members and subscribers on upcoming events and membership promotions. The e-newsletter also features members' experience with MIS and ways that they benefit as a member. Subscribers and members read about the latest tips and trends extracted from the latest issue of The Singapore Marketer.

► Facebook Page

As part of the post MIS 40th birthday celebration, the MIS Heritage Facebook campaign was launched in early 2014 through the first two quarters. The campaign helps MIS stakeholders and fans to understand more about the long standing heritage of MIS with a total of 6 questions posted to facebook fans where they can win some attractive prizes. Upon completion of the campaign, MIS facebook page saw an additional fan base of 5,000, totaling up to more than 7,000 strong fan size.





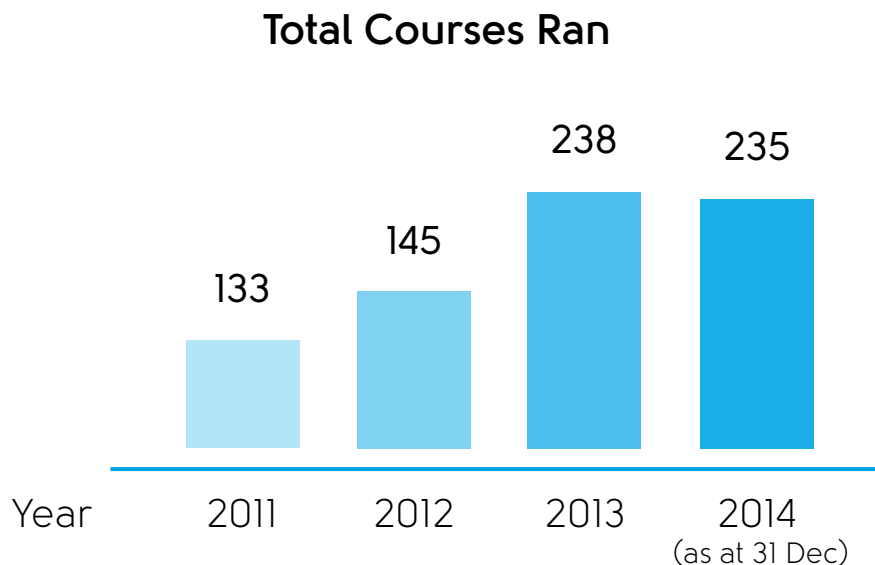
Executive Development Services

“Life is a learning process, Learning is a Life-long process; you can’t separate them.”

~ Vivienne Forrester

As a leading provider of executive development programmes to companies in Singapore and the Asia-Pacific region, MIS continues to offer the widest range of sales and marketing courses. MIS caters to the corporate training, learning & development needs of working professionals across all industries, assisting managers and executives of different levels in upgrading their skills set and sharpening their competencies. To help companies maximise the effectiveness of their training, MIS also works closely with clients to analyse their unique needs and design customised learning and development solutions.

More than 3,300 senior executives, managers and professionals benefitted from the vast selection of short executive development courses offered by MIS, in the fields of Sales, Marketing, Communications, Service Excellence, Event Management, Business Management, Human Capital Management, Leadership and Personal Effectiveness, with over 200 public and customised in-house training courses organised in 2014.



NEW COURSES

As the economy progressed, MIS responded with new courses that are unique and relevant to suit market changes and demands of today's businesses. A total of 43 new courses were launched in 2014, mostly on sales, marketing and business management topics.

Given the popularity and quality of our courses in the marketplace, MIS continues to garner a strong foothold in the sales and marketing domain, engaging our clients and keeping abreast with changing market conditions and needs.



EVENTS HIGHLIGHTS

Appointed by Google Asia Pacific Pte Ltd as Google Partner Academy

- Successfully ran a total of 11 classes with 222 participants. Courses include topics relating to AdWords, Analytics, Best Practices and Advanced Display.
- Passing rate for AdWords, Analytics and Advanced Display certification exam is at an all-time high of 99%.
- Through this collaboration, Google and MIS hope to help raise the overall professionalism of these agencies, whom in turn, will bring greater value and help grow the businesses of their clients.

▼ Class Graduates of Executive Certificate in Event Management in Jun & Nov 2014

(4-day course held in collaboration with Australian Centre for Event Management, University of Technology Sydney)



▶ Radio Interview with 93.8FM 'live'

MIS President Mr. Roger Wang was interviewed on radio 93.8FM 'live' in November, with mention of MIS latest suite of Digital Marketing Training & Education courses in place to keep up with industry demands & needs.



Engaging the Human Resources, Learning & Development Community

MIS continues to bring HR-related talks to the HR community following the successful turnout of MIS' HR Series Talks in 2013. Attracting well over 60 HR professionals, the talk served as an effective platform for fellow HR practitioners to network, exchange ideas, share insights, as well as for MIS to showcase its Executive Development Programme offerings, and establish key contacts within the HR community to better understand the corporates' learning & development needs.

▼ Discovering Emotional Intelligence – why it matters to HR [27 May 2014]



▼ Job Redesign – Building Workplace Capacity for the Future [3 Jul 2014]



▼ Mindfulness in Management – Achieving Superior Corporate Performance [28 Aug 2014]



▼ Acquiring, Retaining & Energising the Workforce – Practical Ways for Greater Success in Employee Selection and Retention [6 Nov 2014]



▼ HR Summit 2014 [28–29 Apr 2014]

One of Asia's biggest HR event of the year, the HR Summit is a full two-day conference covering HR issues, challenges and opportunities, on a wide range of topics from employee learning & development to managing talent & innovation, with leaders from top global companies sharing their HR best practices.

MIS was amongst the 50 over exhibitors who participated in this high-profile HR event, to promote its corporate training course offerings, with opportunity to establish HR industry contacts, gather interests and leads from potential customers. Training vouchers and event passes were also given to entice visitors to attend MIS' training courses and events.

Over 300 HR practitioners visited the booth where they were given brochures and information on MIS' Executive Development Programmes, membership events and privileges, as well as continuing education courses.



OUTREACH EFFORTS

EVENTS

▼ MIS Talks @ Singapore Gifts Show [9–10 Jul 2014]

Attended by local and international trade buyers and corporate visitors, Singapore Gifts Show boasts an audience of purchasers, corporate and marketing professionals from around the world, including executives involved with corporate gifts, brand management and communications.

Topics:

- Utilising Social Media for your Events – Trainer: Richard Wong
- Is this what EQ is ALL about? – Trainer: Elisabetta Franzoso
- Sales and Marketing through the Lens of a Photographer – Trainer: David Teo
- The Art of Communication – Trainer: Kelvyn Choo
- Storytelling Secrets for Successful Organisations – Trainer: Gideon F. For-mukwai
- Essential Negotiation Skills for Sales – Trainer: TR Sakthi



Utilising Social Media for your Events by Richard Wong



Is this what EQ is ALL about by Elisabetta Franzoso



The Art of Communication by Kelvyn Choo



Essential Negotiation Skills for Sales by TR Sakthi



▼ School of Life, organised by SPH [7–9 Nov 2014]

A three-day exhibition organised by the Singapore Press Holdings, the event was targeted for visitors interested in upgrading/improving their skills or picking up new skills, specifically in the areas of private/academic education higher learning, as well as enrichment and skills-based upgrading courses.



▼ Participated in Special Feature Guide: HRM Corporate Training Guide 2014



► Electronic Mailers

Subscribers and course participants are also updated on our upcoming executive development courses on a bi-monthly basis. Circulation rate is at 110,000.

AWARD / RECOGNITION

Top 5 Preferred Sales Training Provider

(awarded by HR Vendors of the Year 2014 on Human Resources magazine)

MIS was recently awarded the Top 5 Most Preferred Sales Training Provider on HR Vendors of the Year 2014 award by Human Resources magazine. This award further outlines MIS' reputation as one of the leading sales training provider in Asia.

PARTNERSHIPS / COLLABORATIONS

MIS also partners with external parties to bring special workshops, new course offerings and to extend the reach and exposure of our training courses. These include:

- Singapore Workforce Development Agency (WDA)
- Google Asia Pacific
- University of Technology Sydney (Australian Centre for Event Management)
- Econsultancy
- SAFRA
- Vital.org
- JobsCentral

Partnership with Sheth Leadership Academy

In Oct 2014, MIS signed an MOU with Sheth Leadership Academy Singapore (SLAS) to provide a suite of courses designed to propel marketing and management thought leadership training in Singapore to the next level. Featuring content derived from lectures and writings by world-renowned marketing legend, Dr. Jagdish Sheth and Charles H. Kellstadt, Professor of Marketing of Emory University, it delivers the latest breakthroughs in strategic marketing, global competition, and leadership that challenge the existing dogma.



▲ Dr. Jagdish Sheth (Left) and Mr Roger Wang (Right) signing the agreement contract on stage

Being at the forefront of offering up-to-date marketing, management and leadership education, this partnership with Sheth Leadership Academy further propels MIS towards providing innovative, trend-setting management and marketing insights for our corporate clientele, and play a pivotal role in nurturing the future leaders of Singapore. Drawing on the wisdom of Professor Sheth's 50 years of global experience, these courses will be invaluable for PMETs to broaden their thought horizon and enhance their prognosticating abilities.



▲ Group photograph after the signing ceremony;
(from Left to right) MIS Council Member, Dr. Ramesh Tarani,
Senate member, Professor Tan Chin Tiong, Dr. Jagdish Sheth,
President of MIS, Mr Roger Wang and
MIS Council Member, Mr Bhavik Bhatt

PLANS FOR 2015

- Expanding overseas distribution channels through stronger collaborations and partnerships
- Working closely with Google to understand the local market demand and coming up with new initiatives/courses to serve and grow the marketing community
- Greater focus on raising our digital footprint to capture more market share and promote brand awareness





MIS Training Centre

“The whole purpose of education is to turn mirrors
into windows.”

~ Sydney J. Harris



THE TRAINING CENTRE

Marketing Institute of Singapore Training Centre (MIS Training Centre) is the training arm of Marketing Institute of Singapore (MIS). The institute takes pride in providing quality education to all students. This comes about by the practice of imparting holistic, relevant and up-to-date education to prepare its graduates for the harsh and competitive business environment. MIS Training Centre's students graduate with well-recognised certifications or its university partners' certifications.

University Partners

The institute offers quality academic programmes in partnership with The University of Buckingham and University of The West of England (UK). The partnership with the two world renowned universities have produced a total of 2 first class honours graduate in year 2014.



So as to ensure the institute stay on top of the mark, there was a revamp in the Vision and Mission statement and new programmes were introduced in the year.

New Vision and Mission statement

As we are progressing to an era of new dynamics in the education sector, the institute spruced up its vision and mission so as to stay at the forefront of the private education industry. The Institute had adapted a new Vision and Mission statement to better reflect its role in the private education sector and to set a clear path of direction moving forward.

The new vision and mission reads:

Vision - **To Be the Leading Institution in Business, Sales and Marketing Excellence**

As MIS Training Centre offers courses in the area of Business, Sales and Marketing, I believe the new vision will inject confidence and propel the Institute towards becoming the leader in the private education sector.

Mission - **To Provide A Nurturing Environment For Academic and Personal Excellence**

The institute will continue to be a trusted education provider that nurtures individuals to achieve their personal best.

New Programmes

To keep abreast with the industry needs and trends, MIS Training Centre has launched seven new programmes this year.

1. Certificate in Retailing
2. Diploma in Business
3. Diploma in Digital Marketing
4. Diploma in Marketing Management
5. Advanced Diploma in Marketing Management
6. Advanced Diploma in Business Management
7. Advanced Diploma in Digital Marketing

These programmes aim to attract individuals and working professionals with interest to upgrade their knowledge and skills in the arena of Marketing, Business and Sales. These programmes also provide the foundation knowledge for those who are considering mid-career switch but not armed with marketing and business management background.

THE HOLISTIC EXPERIENCE

Graduation Ceremony

24th May 2014 marked a memorable day for the graduates of the MIS Training Centre as they attended the graduation ceremony with their family and friends. The 47th graduation ceremony was held at the Concorde Hotel and graced by Professor Ray Priest and Mr Vlasios Sarantinos from the University of the West of England and Dr Frances Robinson from the University of Buckingham.

This year marked the inaugural graduation ceremony for the University of the West of England graduates.



After the conferment of awards, two fellow valedictorians gave inspirational speeches and shared their success stories at the end of the ceremony.



▲ Yudi Eka Putra
MSc in International Management
University of the West of England

▲ Chen Nianxia
Bsc in Business and Management
The University of Buckingham

Student Activities and Events

To deliver a holistic education, the Institute has put in place the integrated learning programme to develop each student to thrive in the fast changing world. The programme consists of Academic Enhancement, Character Building, Physical Development, Cultural Immersion and Social Awareness. Various activities were organised for the students to better prepare them in information, communication, civic literary, cross-cultural and career skills.

Academic / Career Workshops



Character Building through Leadership Training Programme



Kite Flying Workshop for Physical Development @ Marina Barrage



Cultural Immersion at Haw Par Villa



Clean & Green Project as part of Social Awareness



Festive Get-together

What's more heart-throbbing than scaring each other? MIS Training Centre students were very sporting and do not mind to 'uglify' themselves to scare their fellow classmates at the Halloween party. Rotten face, Death-masked guy and Sadako were spotted at MIS building level 2. Hearts will at least stop beating for a second when they were to jump out unexpectedly. Classrooms were also decorated to amplify the eerie ambience.



▲ Students with make-up all ready for the party!



▲ The man with 'death mask' and Sadako.



▲ Enter at your own risk. The eerie looking classroom.

MIS ANNUAL REPORT 2014

MIS Alumni

This year MIS Training Centre saw the first alumni networking event on the 28th August 2014. The alumnus graced the occasion together with the Council Members, Mr Leonard Zuzarte and Mr Paul Lim, who were fellow alumni of the Institute. The event was lauded as an encouraging start for exchange and learning.

In his opening speech, Mr Zuzarte encouraged fellow alumni to stay connected with their alma mater and the alumni will continue to organise events to serve the alumni committee.



▲ Group photo comprising of MIS council members Mr Leonard Zuzarte (1st row – 2nd from left) and Mr Paul Lim (1st row – 3rd from left), MIS Alumni and staff.



▲ Leonard Zuzarte, Council member and alumni of MIS Training Centre, gave a few words on stage and calling all alumni to join the alumni committee, like himself.



▲ Some alumni finding out on ways to stay connected with the institute.



Outreach Efforts

Online Marketing

To better reach out to tech-savvy target audience who is always on-the-go, we have embarked on online marketing campaign with SPH Online from 3 to 20 March 2014. Advertisements are strategically placed within the breaking news section of the website to attract more eyeballs. Also, in order to create an impactful impression, a splash banner was placed to ensure MIS Training Centre's advertisement was the first thing that the reader will see when they log on to the online Straits Times application via their tablet or mobile devices.



Career and Education Fair

One of the event highlight of the year was MIS Training Centre's participation in the Career and Education Fair in Suntec Conventional Hall. MIS Training Centre stood out among the other Private Education Institutions with the blue and green corporate colour theme, along with booth panel posters made up of human-height models of students.





Stewards of MIS

“To the Customer, Employees are the company.”

~ Shep Hyken

MIS STAFF EVENTS

MIS not only provides holistic student experience but staff experience as well. Staffs are encouraged to let down their hair and stop pause work for some fun and exciting playtime!

Staff Retreat

On 27 June 2014, MIS set out to conquer the obstacles in the Forest Adventure obstacle course! On the same day, MIS also had a short stint with the dragon boats and became fierce dragon boaters for an afternoon.

A win was a definite for MIS for the Forest Adventure as well as the Dragon Boat day!



▲ The MIS Team before embarking on the Forest Adventure Obstacle Course!



▲ Amy Bey, Acting Director of MIS, put aside her fear of heights and gamely tried all obstacles



▲ Staff all forgetting their fears and cruising through the obstacles.



▲ Gearing up for the Dragon Boat stint



▲ The MIS team all emerging as winners!

MIS Health Screening (29 August 2014)

Employees are MIS' most valuable asset. As a result of today's corporate environment, increasing pressures and occupational demands, employee's health and well-being are often greatly affected. Hence, a complimentary Health Screening was held for staff on 29 August 2014, jointly with Central Corporate Wellness to ensure staff's health are in check.



▲ Blood test was part of the screening



▲ Health Screening in progress

MIS Terrarium Workshop (11 November 2014)

If your house does not have enough space for a garden, fret not! MIS organised a fun session in November creating their very own mini garden in-a-bottle, also known as a Terrarium. Many staff have unleashed their creativity during the session as they decorated their very own bottled plants. Although keeping a terrarium requires little maintenance, it is still important to know how to take care of it. The trainer shared several tips on taking care of terrarium as well.



▲ Staff were building the foundations for terrarium with the help of the trainer



▲ Staff looking pleased with their masterpiece



MIS Christmas Party

December is a season of giving. MIS Christmas party is one of staff's most anticipated events of the year where everyone contributes and bring back something. It was also a day where everyone can let their hair down and simply enjoy the day by participating in some games. Also, as per previous years, the Employee of the year award was also presented to the staff of the respective departments. This award recognises the staff efforts and contributions to the MIS. The award winner of 2014 was Low Siew Lee, Corporate Service, Joaquim Tan, Membership Services and Chen Yifei, Continuing Education.



▲ The group which takes the best "Wefie" wins!



▲ The anchor of the event, Lucky Draw!
Everyone walks away with something.



▲ The game that makes everyone laugh their lungs out.
Where does the Hot Potato land?



▲ Employee of the year award for Corporate Services
Department goes to Low Siew Lee.



Give back to the society

“We make a living by what we get, but we make
a life by what we give.”

~ Winston Churchill

MIS FOOD DRIVE 2014

In collaboration with The Food Bank Ltd, MIS organised a Food Drive in September 2014 that aimed to increase awareness of increasing poverty in Singapore. Through the support of friends, members and staff, MIS was able to raise a significant amount of food donation to reach out to some of the 130 non-profit establishments under The Food Bank's care.



▲ Team MIS together with the food gathered for food donation



▶ ▲ Every single donation helps!
Together, we made a difference



CSR PROJECT: A DECEMBER FLOWER POWER

At MIS, we believe that responsible corporate behaviour and the pursuit of profitability must go hand in hand. This year, the organisation as a wholesome team, student, lecturers, staff and members, took part in the cause to bring some flower power cheer to the beneficiaries of SASCO Hong Kah North Day Care Centre. The Centre provides shelter for 57 elderly residents.

On 5 December 2014, MIS, with a team more than 40 volunteers, brought 40 beneficiaries to explore a world of perpetual spring, where unique plants bloom in an ever changing display of flowers of Gardens by the Bay. The beneficiaries were amazed by the sheer variety of flowers, their colours and various textures.

It was heartwarming to see the wide-eyed beneficiaries smile in wonderment as they held their hands out to feel the plants asking out loud if they were real. This initiative provided all volunteers an experience to understand the beneficiaries as well as an opportunity to take care of them during this short expedition. At the end of the year, as the festivities grow, it is vital that MIS carries on the **The Singapore Spirit** – to care and to look beyond for one's own comfort, but the society at large.



▲ Giving the beneficiaries an eye opening day of colours!



▲ Students and lecturers of MIS on their merry ways to SASCO Hong Kah North Day Care Centre!



▲ Enjoying the coolness of the Flower Dome as they take a leisurely stroll



RUN FOR HOPE

16 November 2014 - MIS Training Centre staff and students had a good sweat and conquered the 3.5km run to support the Run For Hope charity run organised by Four Season Hotel Singapore and Regent Singapore.





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Members of the MIS Group:

