



ANNUAL
REPORT 2016



Merging Knowledge and Skills



About Marketing Institute of Singapore

The Marketing Institute of Singapore (MIS) has been creating marketers and building a community of Marketers since 1973. As the national body of marketing, we have trained more than 50,000 Sales & Marketing Practitioners through our programmes.

We have been going strong for more than 40 years building the marketing fraternity by enhancing knowledge, enlarging networks and creating opportunities for businesses.

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 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



MIS Training Centre 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.

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Vision, Mission & Connections



Vision

Creating Marketers

Mission

*Connecting a community of marketers
Creating marketers through quality education*

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 Bangladesh, China, Hong Kong, Indonesia, Japan, Korea, Malaysia, the Philippines, Singapore, Sri Lanka, Taiwan, Thailand, Vietnam, Cambodia, Myanmar and Mongolia.

Message from the President



OUR VISION OF "CREATING MARKETERS" THROUGH QUALITY EDUCATION IS SIMPLE YET POWERFUL. *Our Mission of "Connecting Marketers" through networking opportunities has provided marketers with a national platform – open to all who embrace Marketing from the frontline warriors to the cutting-edge gurus.*

As with all forward looking organisations, while our Vision remains constant, we are always vigilantly reviewing and revising our road map to remain relevant, to stay focused and to be innovative in responding to the ever changing business landscape.

OPENING NEW DOORS THROUGH NETWORKING

In addition to our evergreen Marketing Guru Talk Series, our Membership Department have raised our profile further in 2016 by pivoting towards events affirming 'Digital Marketing' – a paramount trend that rides on technology and cutting-edge thinking on marketing today.

Of note are the Global Chinese Brand Planning Competition and Brand Finance Forum jointly organized with Global Chinese Marketing Federation (GCMF) and Brand Finance Inc. respectively.

Both events were successful in terms of participation and attendance by members of the public – building on the momentum of effective collaboration with these prestigious organisations from the previous year.

The highlight event of the year has to be the signing of the Memorandum of Understanding (MOU) with Kotler Impact, to offer Kotler Business Programme (KBP) in Singapore.

KBP is the only global business programme under the brand name of illustrious Marketing guru, Professor Philip Kotler.

KNOWLEDGE MEETS SKILLS

HR professionals once again voted us as the Best Corporate Training Provider in HRM Asia Readers' Choice Awards 2016 as well as the Best Sales Training Provider (bronze) in HR Vendors of the Year 2016 by Human Resources magazine.

Without resting on our laurels, our Executive Development Services (EDS) capitalised on the inception of the National SkillsFuture funding, offering more than

100 SkillsFuture-approved courses, spurring an increase in individual participants with MIS as their preferred training provider.

EDS further raised awareness through roadshows and luncheon talks at companies such as MediaCorp and Singtel – raising our MIS profile, showcasing our expertise and educating our customers on how to best maximize their credits to enhance their personal and professional development.

THE TOUGH DECISION

In acknowledgement of the severe continuing education landscape and addressing our perennial fall in student enrolment, after considerable deliberation, we took the bold but necessary business decision to unilaterally exit the Education Business with respect to our MIS Training Centre.

The final graduation ceremony held on 8 October 2016 at Marina Bay Sands Convention Center marked the last batch of graduates who have completed their Degree Programmes with MIS Training Centre.

SURGING AHEAD

2016 was a challenging year for the Institute.

Moving forward, much work needs to be done to reinvent MIS to be relevant to our members in the 21st century.

More importantly, to never concede our rightful place as the National Body for Sales & Marketing Professionals – founded by, built by, served by and served for members of the Marketing Fraternity in Singapore from our very inception some four decades ago.

After much intensive and extensive brainstorming – through a Strategic Review Session and countless individual consultation with senior members and discussion amongst ourselves, various propositions are in the making.

MIS Training Centre must be rejuvenated with the thrust on mastery not merely through academic excellence alone, but also to advocate strongly a competency-based model.

In parallel with our Government's emphasis on Lifelong Learning and Human Capital Development, only then can we begin to remake ourselves to once again be a leading institution in Business, Sales & Marketing Excellence.

This was the case in the 80s and 90s with Skills Development Fund (SDF) that propelled our strong growth in those years.

Our illustrious history must serve as an inspiration and motivation for all of us who believe in MIS.

I would request you, our valued members, to continue to provide your invaluable support and inputs to us.

Last but not least, I would like to thank my fellow Executive Council members and management for steering the Institute through this challenging phase.

Mr Roger Wang
President

Marketing Institute of Singapore

43rd MIS Executive Council



President
Roger Wang



1st Vice-President
Bhavik Bhatt



2nd Vice-President
Roger Low



Honorary Secretary
Gerry Gabriele Seah



Honorary Treasurer
Jackson Chua



Assistant Honorary Treasurer
Freddy Tan



Council Member
Lee Kwok Weng



Council Member
Mark Laudi

Co-opted Council Member
Tan Wee Liang (Served from Jun to Dec 2016)

23rd MIS Training Centre Executive Council



President
Roger Wang



1st Vice-President
Bhavik Bhatt



2nd Vice-President
Roger Low



Honorary Secretary
Gerry Gabriele Seah



Honorary Treasurer
Jackson Chua



Assistant Honorary Treasurer
Freddy Tan



Council Member
Lee Kwok Weng

Co-opted Council Member
Tan Wee Liang (Served from Jun to Dec 2016)

Honorary Secretary's Report

Annual General Meeting

MIS and MIS Training Centre held their respective 43rd and 23rd Annual General Meeting (AGM) on Thursday, 31 March 2016 at the Carlton Hotel Singapore. Minutes of the AGM for 2015 and the 2015 Financial Report of both MIS and MIS Training Centre were read and passed. Members also approved the Constitution amendments for MIS & MIS Training Centre.

Meetings of the MIS & MIS Training Centre Executive Council

The 43rd MIS Executive Council and 23rd MIS Training Centre Executive Council held regular meetings from April 2016 to December 2016.

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.

MIS AND MIS TRAINING CENTRE COMMITTEES

CHAIRMAN

Dr Gan See Khem

SENATE MEMBERS

Professor Tan Chin Tiong
Mr Allen Pathmarajah
Mr Lee Cheok Yew
Mr Chris Chen
Mr John Lim

FINANCE & HUMAN RESOURCE

Roger Wang (*Chairman*)
Freddy Tan
Jackson Chua

AUDIT & CORPORATE GOVERNANCE

Dr Roger Low (*Chairman*)
Lee Kwok Weng
A.Prof Tan Wee Liang

EXECUTIVE DEVELOPMENT SERVICES

Bhavik Bhatt (*Chairman*)
Mark Laudi

MARKETING

Bhavik Bhatt (*Chairman*)
Mark Laudi

MEMBERSHIP

Roger Wang (*Chairman*)
Mark Laudi

EDUCATION

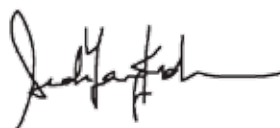
Dr Roger Low (*Chairman*)
Roger Wang
A.Prof Tan Wee Liang

ACADEMIC BOARD

Dr Roger Low (*Chairman*)
A.Prof Seshan Ramaswami
Rodney Goon Swee Khiang

EXAMINATION BOARD

A.Prof Tan Wee Liang (*Chairman*)
Prof Ang Peng Hwa
Dr Roger Low



GERRY GABRIELE SEAH

Honorary Secretary
MIS & MIS Training Centre

Corporate Governance Report

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 Committee,
- 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 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.

EXECUTIVE COUNCIL FOR 2016

Marketing Institute of Singapore Council Meeting - Total 4 meetings held

Name	Position	Total 4 Meetings
Roger Wang Wei Seng	President	4
Bhavik Bhatt	1st Vice President	3
Dr Roger Low	2nd Vice President	3
Gerry Gabriele Seah	Honorary Secretary	2
Jackson Chua	Honorary Treasurer	3
Freddy Tan	Assistant Honorary Treasurer	2
Lee Kwok Weng	Council Member	3
Mark Laudi	Council Member	3

Marketing Institute of Singapore Training Centre Council Meeting - Total 4 meetings held

Name	Position	Total 4 Meetings
Roger Wang Wei Seng	President	4
Bhavik Bhatt	1st Vice President	3
Dr Roger Low	2nd Vice President	3
Gerry Gabriele Seah	Honorary Secretary	2
Jackson Chua	Honorary Treasurer	3
Freddy Tan	Assistant Honorary Treasurer	2
Lee Kwok Weng	Council Member	3

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 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.

Annual 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, RSM Chio Lim.

Principle 12: Audit Committee

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

Principle 13: Audit

Audit of EduTrust requirement of MIS Training Centre for 2016 was 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 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.

Note:

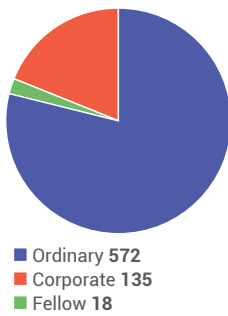
- a) This report covers both MIS and MIS Training Centre unless indicated otherwise.
- b) The term 'he' and 'his' cover both genders.

2016 Key Statistics

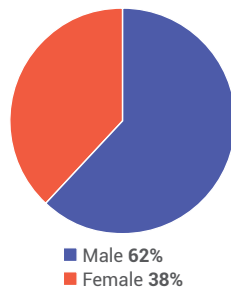
MEMBERSHIP

*Figures as at 31 December 2016

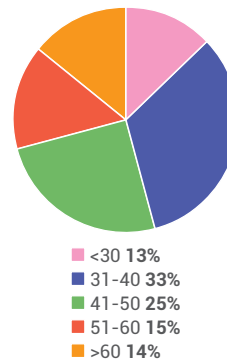
By Membership Type



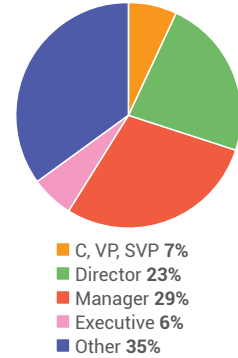
By Gender (%)



By Age Group (%)



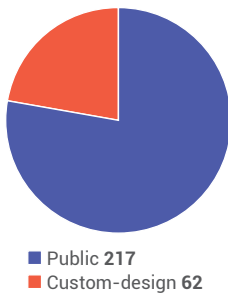
By Level (%)



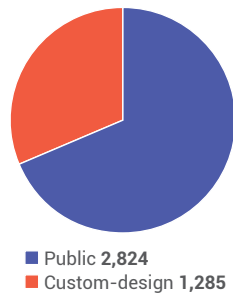
EXECUTIVE DEVELOPMENT SERVICES

Total of 4,388 course participants

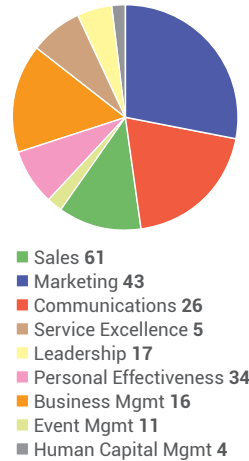
No. of courses ran



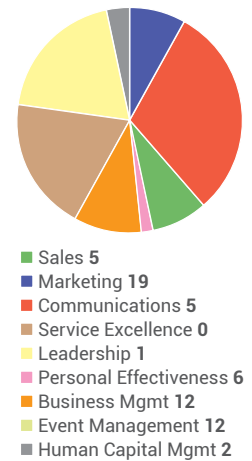
No. of participants trained



Breakdown of public courses by category



Breakdown of custom-design courses by category



Membership Services

**Where new doors are opened
through networking**



Dinner and Dance 2016

MIS and MISTC Annual Dinner & Dance was celebrated with a Black and White theme at Marina Bay Sands on 8 October 2016, after a year's hiatus. The evening kicked started with a flamboyant belly dance that hyped up the atmosphere and prepared the guest for a night of fun and excitement.

There was something for everyone, snake performance, magic show and stage games. All guest enjoyed themselves throughout the evening and we have seen nothing but laughter and smiles. Long service award was also given out to staff who have worked more than 10 years with MIS.

The event was attended by 150 members, friends and staff.



The floor filled with "serious people", who dressed according to the theme.



The belly dance performance that brought up the spirit of the ballroom.



Long Service award - Lee Geok Lin (35 Years)



Long Service award - Lee Yoke Eng (30 Years)



Staff of MIS, Edward Sam, showing his singing talent.



Everyone was in awe of the snake performance. The snake master was able to control the movement of the snake with his magical flute.



Age doesn't matter when it comes to stage games.



Grand finale of the night, the magic show!

Joint Events

MIS-BRAND FINANCE FORUM 2016

Maximising & Managing Your Brand Strength

24 August 2016, STI Auditorium

Attended by C-suite executives and senior managers, Brand Finance Forum 2016 was jointly organised by MIS and Brand Finance Asia Pacific on 24 August 2016. The Forum which explored both theoretical and practical issues surrounding brand strategy, brand building and thought leadership was themed **Maximising & Managing Your Brand Strength**. Distinguished speakers from organisations such as Singapore Press Holdings Ltd, SGAG and ONE Championship™ were present to share their insightful tips and tricks in line with branding.

There was also a presentation of the Brand Finance League Findings and Reveal of the Top 100 Singapore Companies, followed by an award ceremony. For another year, DBS Bank emerged the first position in the ranking.



*Opening Address by
Mr Roger Wang, President of MIS.*

*The event saw a good attendance
of C-suite professionals.*





Mr. Warren Fernandez, Editor-in-Chief (English, Malay and Tamil Media Group), Singapore Press Holdings Ltd, shared on the topic 'Managing your Brand in the print media space'.



Robin Nayak, Chief Strategy Office, TBWA sharing his insights on the topic 'How to successfully build brand awareness among the general public, building a global brand with blue chip sponsors, making the brand a household name'.



Panel Discussion with panelist members (L-R)

- Mark Laudi, MIS Council Member (Moderator)
- Neeraj Kumar, Marketing Director, Beam Suntory Asia
- Deborah Goldingham, Head of Marketing S.E. Asia, Mastercard Worldwide
- Warren Fernandez, Editor-in-Chief (English, Malay and Tamil Media Group), Singapore Press Holdings Ltd
- Robin Nayak, Chief Strategy Office, TBWA
- Chatri Sityodtong, Chairman & Founder ONE Championship™

These were among the top 10 award recipients for Brand Finance League.



13 Jun 2016

Global Chinese Marketing Federation Forum - Marketing Under Challenging Environment



Recently, there have been many reports that declare a global economic slowdown, as well as the announcement of the turbulences experienced in the global economy. However, there are experts arguing that the market will soon stabilise from the economic downturn. With the robust infrastructure of the Chinese markets, they have been holding up well and continues to offer lots of dynamic opportunities to foreign company despite challenging times. The Global Chinese Marketing Federation (GCMF) hopes to provide a platform for thought leaders from Asian region to share their practises and creative strategy which are currently deployed by successful company.

Official Launch of CCPIT Commercial Sub-Council Singapore Office
by Daniel Posavac, CEO, Borssey Jaden

Trend of Digital Marketing
by Daniel Posavac, CEO, Borssey Jaden

Think New Asean! Book Launch

Implication of Purchasing Management Index (PMI) towards Marketing
by Professor Philip Poh

Creative Marketing as tool towards sustainable growth during current economic stagnation

 Daniel Posavac CEO Borssey Jaden	 Jonathan Borssey President and Managing Director Borssey Jaden	 Zeng Ya-Fei President and Founder of CCPI	 Roger Wang Vice President and Founder of CCPI	 Sherman Lam Vice President and Founder of CCPI
 Jim Li-Chang Vice President and Founder of CCPI	 Mickey Hea Head of MIS	 Edi KIMing Professor of Economics at Lingnan University China	 Philip Poh Chair of Singapore North Business Council	 Yao Xio Honorary General Secretary of CCPI

Supported by:   

Sponsored by: 

Official Local Partner: 

Register at: www.gcmf.com.sg

Held at NTU @ One-North, the annual Global Chinese Marketing Federation (GCMF) Forum saw approximately 100 participants. The forum was jointly organised by GCMF and MIS. With the robust infrastructure of the Chinese markets, they have been holding up well and continue to offer lots of dynamic opportunities to foreign company despite challenging times. The GCMF hopes to provide a platform for thought leaders from Asian region to share their practises and creative strategy which are currently deployed by successful company. The programme of the day includes, Official launch of CCPIT Commercial Sub-Council Singapore Office, Keynote speech on *Think New Asean!*, official book launch of *Think New Asean!*, as well as forum on 'Creative Marketing as tool towards sustainable growth during current economic stagnation'.

15 Sep 2016

MIS-Kotler Impact Signing of Memorandum of Understanding

MIS entered an exclusive partnership with Kotler Impact (KI) in offering a high value and innovative online programme “Essentials of Marketing” in Singapore under the banner of Kotler Business Programme (KBP). Chief Marketing Officer of KI, Dr Fahim R. Kibria was present in Singapore for a Memorandum of Understanding (MOU) signing ceremony with MIS on 15 September 2016. Along with the MOU, Dr Fahim also conducted a presentation talk on “New Role of Marketing”.



Presentation talk by Dr Fahim R. Kibria on “New Role of Marketing”.



Mr Roger Wang, President of MIS, giving his opening address.



The hand shake that signifies the partnership between MIS and Kotler Impact.



Signing of Memorandum of Understanding of launching Kotler Business Program in Singapore.

Marketing Guru Talk

MIS continually strives to seek industry practitioners from various industries to provide real life case studies and perspectives to the members, students and public through the marketing guru talks. These talks serve as an avenue for like-minded individuals to exchange knowledge and connect on a professional level.

A total of five Marketing Guru Talks were organised in 2016. MIS maintained a steady stream of knowledge hungry participants for the talks.

These talks provided insights into a wide spectrum of industries like Digital Marketing, Video Marketing and Virtual Reality.

21 Jan 2016

Strategic Digital Marketing: Which Is the Right Social Media?

Wong Woei Fuh

Vice President of Business Development, ad+platform



25 Feb 2016

Engaging your Target Audience through Video Storytelling

Mark Laudi

Managing Director, Hong Bao Media (Holdings) Pte Ltd



28 Jun 2016

The Road to Brand Broadcasting

Nick Fawbert, Head of Knowledge, Brand New Media



27 Oct 2016

Experiential Storytelling Through Virtual Reality and Augmented Reality

Nick Tan, Executive Producer and Managing Director, AP Media



9 Nov 2016

Personalising the Customer Experience by Integrating Outdoor and Digital Media

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

Henry Goh, Head, OOH Media, MediaCorp Pte Ltd



Marketing Outreach



MIS' official publication, The Singapore Marketer, offers in-depth analysis of current marketing strategies, ideas and concepts that concern marketer's today. The quarterly print publishes contributions from sales and marketing experts and keeps our readers at the cutting-edge of the industry. The 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 marketing practices.

Starting from April 2016, The Singapore Marketer is fully digitalised on two platforms, www.issuu.com and www.magzter.com. With the advent of mobile technology, digital magazine enables readers to read marketing articles on-the-go without the hassle of bring a hardcopy magazine along.



The Singapore Marketer –
Oct to Dec 2016 cover page



The Singapore Marketer on Issuu.



The Singapore Marketer on Magzter.

E-NEWSLETTERS

MIS Connect serves to update our members and subscribers on the upcoming events that will provide a wide perspective on the latest industry trends and practices as well as latest membership updates. MIS Exec, on the other hand, provides informative updates on blockbuster programmes and upcoming courses.



MIS Connect



MIS Exec

FACEBOOK PAGE



MIS Facebook page remains an effective platform for MIS to broadcast latest events and activities. As of December 2016, we have a strong fan base of more than 7,800 members.



MIS' facebook page, a platform where members, course and events participants are updated on the latest happenings of the institute.

LINKEDIN COMPANY PAGE



The page is followed by closed to 900 people. LinkedIn is one of the platforms to publicise MIS' events and activities as well as to reach out to fellow marketers in the field.

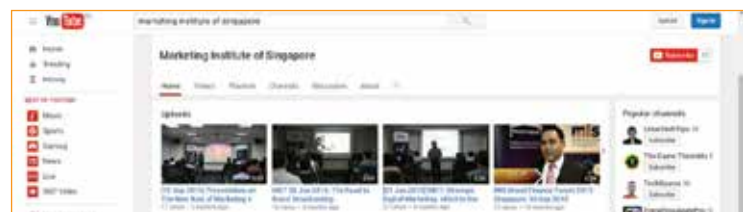


Home page of MIS' LinkedIn company page

YOUTUBE CHANNEL



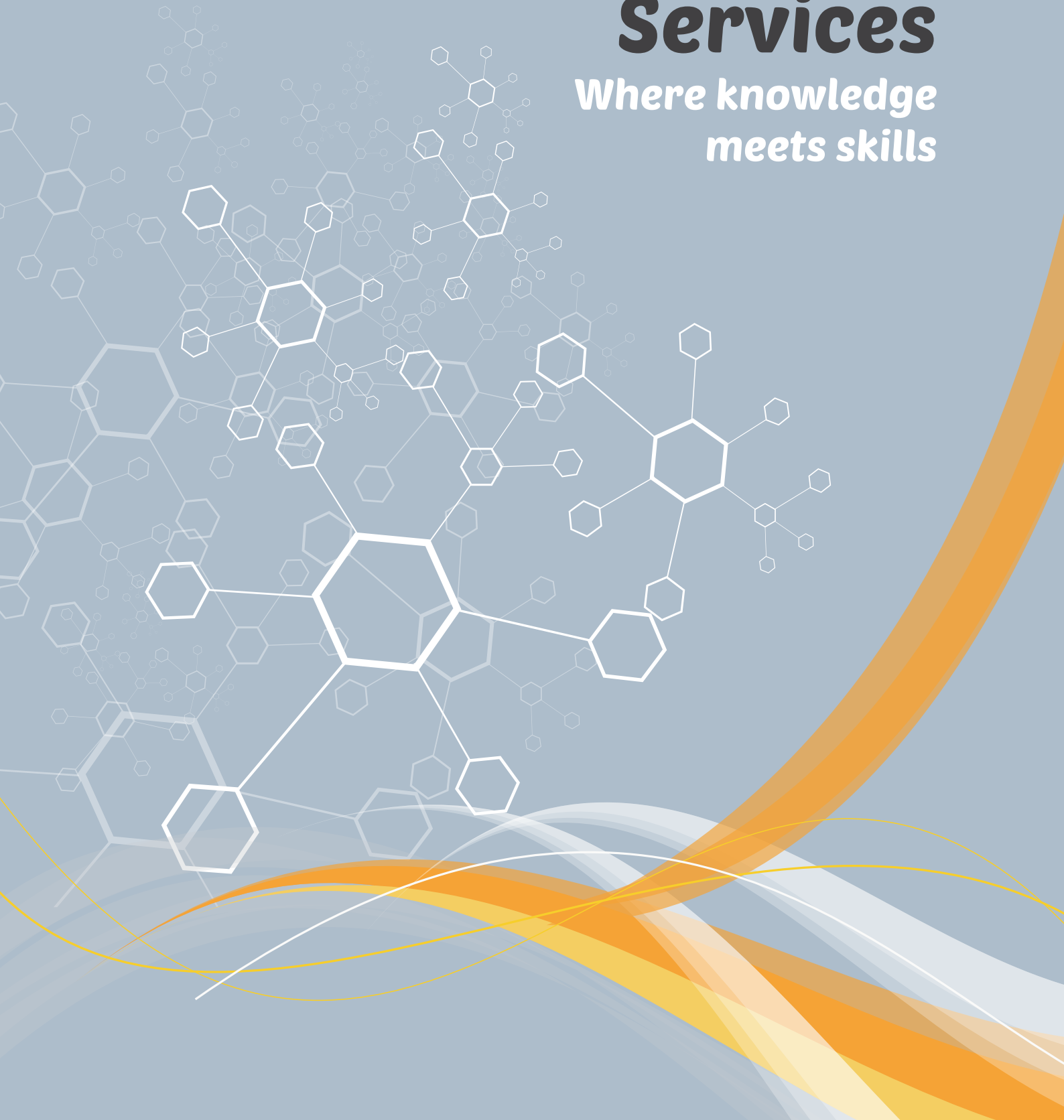
A picture speaks a thousand words. So videos work even better. MIS has been on YouTube for the longest time to update viewers on educational message as well as new course offerings.



MIS' youtube channel showcases some of the latest seminars and talks organised by the institute.

Executive Development Services

**Where knowledge
meets skills**



Executive Development Services

MIS' Executive Development Services remains the preferred training partner of many organisations, continuing to gain traction year-on-year with a growth of 12% in sales revenue as compared to 2015, a commendable feat given the sluggish economy. This was achieved as a result of product innovation and constantly tweaking our courses to stay relevant to the needs of the training market.

MIS caters to the corporate training, learning & development needs of working professionals. MIS also cuts across various industries, assisting managers and executives of different levels in upgrading their skills set and sharpening their competencies.

In 2016, MIS trained more than 4100 senior professionals, managers and executives (PMEs) in Singapore and around the region, an increase of 5% from the previous year. Over 279 public and customised in-house training courses were organised in the fields of Sales, Marketing, Communications, Service Excellence, Event Management, Business Management, Human Capital Management, Leadership and Personal Effectiveness.

CUSTOM-DESIGN/IN-HOUSE TRAINING & CONSULTANCY

To help companies maximise the effectiveness of their training, MIS works closely with clients to analyse their unique training needs and provide customised learning and development solutions that maximises training ROI. These help companies to maximise the full potential of their human capital, and to grow capabilities to meet the future challenges.

MIS successfully conducted 62 runs of custom-designed training courses, providing full-service consultations and learning needs analysis to help organisations define their training needs to ensure targeted course customisation, training a total of 1285 participants.

Our esteemed list of clients includes Citibank, Robert Bosch (SEA) Pte Ltd, Deloitte & Touche LLP, Workforce Singapore Agency and many others. Some of our new clients include 7-Eleven Pte Ltd, Singapore Institute of Technology and Grundfos Singapore Pte Ltd.

EVENT HIGHLIGHTS

» Partnership with Google Partner Academy

MIS has successfully ran a total of 13 Google Partner Academy courses. These courses provide the platform for participants to gain their Google certifications in AdWords and Analytics.

Through this collaboration, Google and MIS helped to raise the overall professionalism of these agencies, which in turn, bring greater value to help grow the businesses of their clients.



Satisfied participants of the Google Analytics Certification course (3-5 Oct)



Participants listening attentively at the Google AdWords Fundamentals & Certification course (24-25 May)

» Flagship course: 4-day Executive Certificate in Event Management (Jun & Nov)

Class Graduates of Executive Certificate in Event Management in Jun 2016

(in collaboration with Australian Centre for Event Management, University of Technology Sydney)

2016 marked the 12th successful run of our flagship course: the 4-day Executive Certificate in Event Management.

The Australian Centre for Event Management courses have developed a renowned global reputation, recognised for the combination of practical activities, case studies on best practices and invaluable opportunities to network with industry leaders.

To date, this comprehensive four-day executive certificate programme has attracted over 400 participants from various public and public sectors, including some from overseas. Conducted by renowned Australian lecturers with over 30 years' experience in event management practice around the world, this course has provided valuable insights to many professionals working in the events industry.



A beaming participant receiving her certification for the Executive Certificate in Event Management in June



A casual group shot of the participants for the course conducted from 21-24 June

OUTREACH/ACTIVITIES

» HR Summit 2016 (17-18 May)

Having established itself as one of Asia's largest HR events of the year, the HR Summit is a full two-day conference covering HR issues, challenges and opportunities, with leaders from top global companies sharing their HR best practices.

MIS has consistently received good traction from this event, and was once again amongst the 80 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.

Over 400 HR practitioners visited the booth, where they were given brochures and information on MIS' Executive Development Programmes, as well as membership events and privileges.



The conference was filled with HR practitioners looking to update themselves on the latest HR trends and practices



MIS' booth presence at HR Summit to create the awareness of Executive Development programmes.

» MIS Talks @ Mediacorp on Digital & Social Media Marketing (10 May)

Digital and social media have transformed sales and marketing, as well as the way businesses are using these new media to grow top line sales and profitability.

The 90-minute talk gave an insightful overview of the realm of digital marketing covering areas like social media marketing, content marketing, display-advertising to web analytics and emerging media. It also brought insights into how businesses have leveraged key digital platforms like Facebook, Google, YouTube, Instagram, LinkedIn and more to expand their businesses. Participants were brought up to speed on digital trends, learnt useful digital marketing tactics, saw interesting case studies and participated in instant self-tests and quizzes.



Our trainer, Richard Wong, providing his expertise on the topic of Digital & Social Media Marketing.

» MIS Talks @ Singtel/NCS SkillsFuture Bonzana (29 - 30 June)

How can we successfully evaluate information in a world of ever-accelerating change, where information is multiplying exponentially and job requirements are varied and constantly shifting, to make effective decisions at work? It is with the power of critical thinking.

MIS was one of the invited training providers at the 2-days event, sharing insights on Critical Thinking Skills to help participants develop the knowledge and focus towards greater workplace performance and ultimately, career success.

With more than 100 SkillsFuture-approved courses offered at MIS, the roadshow provided a great platform for us to showcase our expertise, and also to educate our customers how to best to maximise their credits to enhance their personal and professional development.



MIS Trainer Raymond Thomas giving the Singtel crowd a good warm up to keep them attentive during his presentation



Raymond giving his speech to the crowd at NCS on the next day

» MIS Talks @ Singtel Group Learning Fiesta (26 August)

The quality of your results is based on the quality of your decisions. Your best decisions are built on a sharp and focused ability to explicitly analyse problems and opportunities, employ creative tools and techniques, evaluate potential solutions and draw a conclusion that is sound, logical and beneficial to the organization.

2 sessions of talks on Business Problem Solving was organised at Singtel's office. Each of the 90-minute talk provided participants with basic knowledge and skills which would aid them in effective and creative problem solving tools and techniques, and curating robust solutions.



Participants were highly engaged and listening attentively to MIS Trainer, Raymond Thomas



An energising & fun activity at the end of the session to wrap up the day

PARTNERSHIPS / COLLABORATIONS

MIS also forged strong partnerships with key industry partners to bring about latest trends and new insights to our training, as well as extend the reach and exposure of MIS courses. These include:

- Google Asia Pacific
- University of Technology Sydney (Australian Centre for Event Management)
- Econsultancy
- SAFRA, ACCA, Singapore Sports Council - preferential discounts to members
- Vital.org
- CareerBuilder
- JobsCentral
- HRD Singapore

AWARDS & RECOGNITION

Best Corporate Training Provider
HRM Asia Readers' Choice Awards 2016



Best Sales Training Provider (Bronze)

HR Vendors of the Year 2016 by Human Resources magazine



AWARDS & RECOGNITION

Best Corporate Training Provider
HRM Asia Readers' Choice Awards 2016



In recognition of its role as a strategic human capital development partner, MIS' Executive Development was voted by HR professionals as Best Corporate Training Provider in HRM Asia Readers' Choice Awards 2016, the Best Sales Training Provider (bronze) in HR Vendors of the Year 2016 by Human Resources magazine, as well as the Best Sales and Marketing & Best Learning and Development Corporate Training Provider in the Training and Education Development Awards 2016 by JobsCentral. This marks MIS' sixth consecutive win under the Sales Training category, and further reaffirms MIS' reputation as the leading sales training provider in Singapore and Asia.

SkillsFuture Credit **SKILLSFuture SG**

SkillsFuture is a national movement to provide Singaporeans with the opportunities to develop their fullest potential throughout life, regardless of their starting points. Through this movement, the skills, passion and contributions of every individual will drive Singapore's next phase of development towards an advanced economy and inclusive society.

Singaporeans aged 25 years and above will be able to utilise their SkillsFuture Credit of \$500 to pay for the course fees of more than 80% of available courses. The credit will not expire and can be accumulated over time as government will be providing periodic top-ups. Since its inception, we have seen an increase of individual participants utilising this funding and taking on their learning journey with MIS as their preferred training provider.

Training Centre

**Where you earn
the passport
to your future**



MIS Training Centre



Marketing Institute of Singapore Training Centre (MIS Training Centre), 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. Our students graduate with well-recognised certifications awarded by the Institute. We have been transforming students into work-ready graduates in the area of Business, Sales and Marketing through our academic programmes for more than 20 years.

TEACH-OUT

With the highly competitive and declining market conditions of the Private Education industry, the 1st Quarter of 2016 saw a total of 53 students remaining from five on-going programmes. The continuous fall in the student enrollment in recent years prompted MIS Training Centre to make the difficult but necessary decision to voluntarily close the Continuing Education (CE) division.

Measures were put in place to ensure that all affected students were taught out till the completion of the existing programmes that they were enrolled in. By August 2016, all students of MIS Training Centre were taught out successfully. The teach-out of the last batch of students in the Bachelor of Arts (Honours) in Marketing programme also signified the end of MIS Training Centre's collaboration with our university partner, University of the West of England.

FUTURE PLANS

Moving forward, MIS Training Centre still hold hopes to remain relevant in the industry and is making plans to continue its operation by offering programmes which not only develop professional knowledge but practical skill sets for application. In the pipeline are new programmes that MIS Training Centre is due to launch to promote lifelong learning and human talent development to mark its return as a leading institution in business, sales and marketing excellence.

GRADUATION CEREMONY 2016

As a yearly affair, MIS Training Centre held its 49th Graduation Ceremony at Marina Bay Sands Singapore, Roselle Junior Ballroom on 8 October 2016. This year's celebration was a momentous affair as it marks the last batch of graduating students since we have started teaching out in the month of August.

19 graduates, guests, friends and family congregate in a small and warm setting over a Saturday afternoon. The ceremony was graced by Dr Fiona Jordan and Professor Ray Priest from the University of the West of England. Upon succession of the conferment of awards, inspirational speech were delivered by an outstanding valedictorian, a graduate from the University of The West of England programme.

Students were also invited to attended MIS and MISTC Dinner and Dance in the evening to join the alumni, members and friends to celebrate the joyous occasion.



The graduands all ready for the commencement of the conferment ceremony.



Dr Fiona Jordan, Associate Dean (External Engagement) University of the West of England, giving her opening address.



Valedictorian of 49th Graduation Ceremony, Ms Goh Jee Ling Eileen.



Mr Roger Wang, President of MIS and MIS Training Centre presenting a token of appreciation to Professor Ray Priest, Regional Director, Asia Pacific: South and South East Asia Region, University of the West of England.

Staff Spirit



Staff Events 2016

5 Feb 2016

LUNAR NEW YEAR

The heart of Lunar New Year is ultimately a celebration of family and friends; hence gatherings with family and friends around the dining table are de rigueur.

In MIS, the management believes equality, dignity and respect is the key to not only a productive workforce but productive collaborative relationships in general.

MIS adopts this culture and gather all our multiracial colleagues together for our MIS "Lo Hei" session.



29 Jul 2016

STAFF RETREAT

Staff retreat is a day where MIS staff get together and create unforgettable memories. The objective of this year's activities is to increase bond and unity amongst colleagues.

Staff let loose and unleash their brain power in critical thinking through activities at Escape Hunt Singapore. Staff formed into teams and played detectives to investigate and solve a mystery. Everyone worked as a team and managed to escape within the stipulated time limit.

Thereafter, staff patience level are put to the test through a prawning activity. It was a relaxing activity before the day concluded with a buffet dinner.

Escape Hunt Expedition & Prawning Activity



Buffet Dinner and Presentation of Vouchers



19 Aug 2016

FIRE SAFETY AND PREVENTION AWARENESS SESSION

The government has been promoting occupational safety and health in the work environment. External parties are invited to conduct a sharing session for staff to be equipped with the knowledge.

30 Sep 2016

FIRE DRILL

On Fire Safety and Prevention Awareness, the building management conducted a Fire Drill to prepare the tenants and staff members in case of a real fire in the future.



27 Oct 2016

THE CARE PROGRAMME SESSION

MIS also places the health and well-being of staff with utmost importance. Several wellness talks were specially arranged to provide relevant knowledge and additional guidance for staff on health and financial planning to empower them to take positive steps in their life.

Other sessions organised includes Financial Literacy Talk - 24th June 2016 and Wellness Talk & Spinal Screening - 5th August 2016.



23 Dec 2016

CHRISTMAS PARTY

Christmas is a month of thanks giving and get together for all staff. MIS celebrates Christmas with activities that promotes team building and togetherness. Staff, regardless of job title and position, played a childhood game 'Charade'. The game promotes trust and team work as the group had to act out clues without using props or words. Following this, staff are invited to a buffet lunch held at Holiday Inn Atrium.



Head of MIS and MIS Training Centre, Mr Mickey Hee, giving his opening address and thanking staff for a yearlong of hard work.



Playing charades amongst staff can be fun too!



1st price winner of the Christmas Lucky Draw - Patricia.



Group photo taken after the Christmas Lunch at Holiday Inn Atrium.



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