



# ANNUAL REPORT <sup>20</sup><sub>17</sub>

A night-time aerial view of the Singapore skyline, featuring the Marina Bay Sands and other skyscrapers. Overlaid on the image is a network diagram with a central bright blue light source and several lines radiating outwards to other points of light, symbolizing connectivity.

**Connecting**  
a Community of  
**Marketers**



## 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 for Sales & Marketing, we have trained more than 50,000 Sales & Marketing Practitioners through our programmes.

We have been going strong for more than 40 years and have built 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

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## 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 of 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



The MIS Vision of “*Creating Marketers*” through quality education is a simple yet extremely powerful statement.

Our Mission of “*Connecting Marketers*” through networking opportunities has provided marketers with a national platform that embraces Marketers from across different industries.

That being said, MIS has never rested on its laurels. We continue to stay ahead of the pack by continuously reviewing all aspects of our business to ensure relevancy in today’s hypercompetitive landscape.

## **Transformation through Digital Marketing and Personal Branding**

2017 was a pivotal year for MIS as our Membership Department prepared a series of events specifically targeted at marketing professionals from across various industries in Singapore.

Of note, are the **Brand Finance Asia Pacific Forum and Seminar on Digital Transformation** in June and December of 2017 respectively. Both events were runaway successes with strong participation and support from all quarters.

Through interactive discussion panels, thought provoking ideas and objective debates, **Brand Finance Asia Pacific Forum 2017** taught us how to be successful brand ambassadors, instilled with a strong sense of pride and loyalty in the brand. Our group of reputable panellists discussed the latest trends and influences affecting today’s brands and also took questions from our audience.

The Seminar on Digital Transformation gathered a whole host of accomplished speakers from various industries who came together to share and discuss about Marketing in today’s ever changing digital era. They spoke at length about how Marketers can cope and manage the ongoing challenges of digitalisation.

We also organised a Night Golf session at the Orchid Country Club in conjunction with the Singapore Polytechnic Graduates’ Guild (SPGG) for our Golf Passion Group. It was a unique opportunity for our Golf Passion Group to come together for a game of golf after the sun had set. As expected, they had an absolute ball of a time hitting balls onto the green. Apart from playing the sport of golf together, our participants also seized the initiative to network with each other over an immaculately prepared spread of food and drinks.

The highlight of the year was arguably the MIS Glittering Awards Night on 4 December 2017. MIS is proud to announce that it has introduced two awards, Best Personal Brand Award (BPBA) and Digital Marketing Excellence Awards (DMEA), starting in 2017, in recognition for deserving individuals and outstanding corporations in the respective classifications. It was more than a decade ago that MIS first honoured any recipients with a marketing excellence award.

2017 award categories presented are the Best Personal Brand, Best Social Media Engagement, Social Media Brand and Best Mobile User Experience.

## MESSAGE FROM THE PRESIDENT (CONT'D)

The Best Personal Brand Award (BPBA) award is a prestigious form of recognition given by MIS for individuals who had made a positive difference in their professional life by utilising their personal assets, strengths, skills and positioning. These individuals have distinguished themselves from their business peers by curating their own personal image and identity.

The Digital Marketing Excellence Awards (DMEA) seek to recognise and honour Singapore's most outstanding corporations who have accomplished outstanding social media and a presence within the mobile space. The winners have proven to be creative, engaging and delivering significant business outcomes with a difference for their organisations on the digital marketing platforms.

### Professional Excellence through Training

HR professionals once again voted us as the Best Corporate Learning & Development Provider in HRM Asia Readers' Choice Awards 2017 as well as the Best Sales Training Provider (Silver) in HR Vendors of the Year 2017 by Human Resources magazine. For the first time, we also received the Best Corporate Training Provider (Gold) in T.E.D. Awards by JobsCentral.

MIS' Executive Development Services remained the preferred training partner of many organisations, continuing to gain traction year-on-year with

a growth of 11% in sales revenue as compared to 2016. This was achieved as a result of product innovation and continuous alignment of our courses to evolving business needs. We also work closely with clients to evaluate their unique training needs and provide tailored learning and development solutions. Regardless of how small or large an organisation is, we can help companies to maximise their resources in an intelligent way.

In 2017, MIS successfully ran a total of 15 Google Partner Academy Certification courses. These courses provided the platform for 383 participants to gain their proficiency 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.

### Steaming Ahead at Full Speed

We are surely on the right path towards ensuring that MIS is not just relevant today, but tomorrow as well.

As always, we must continue to function 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.

In 2018, Marketing Institute of

Singapore Training Centre (MIS Training Centre) will be hosting the World Marketing Summit (WMS). WMS was created in 2010 by the renowned Marketing Guru, Professor Philip Kotler, who has initiated global movements through marketing strategies that inspire change in human behaviour, leading to a positive impact on society and living. WMS events were organised in Bahrain, Canada, Japan and South Korea in 2017.

One highlight of the WMS 2018 Singapore event is the presentation of Kotler Awards. The Kotler Awards are to recognise genuine mastery in the field of marketing by celebrating exceptional achievements of marketing professionals. The Kotler Awards are a tribute to the Father of Modern & Future Marketing, Professor Philip Kotler.

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

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

### MR ROGER WANG

President

Marketing Institute of Singapore  
& Marketing Institute of  
Singapore Training Centre



# 44th MIS Executive Council



**President**  
Roger Wang



**Vice-President**  
Dr Roger Low



**Honorary Secretary**  
Mark Laudi



**Assistant Honorary Secretary**  
Dylan Tan



**Honorary Treasurer**  
Gerry Seah



**Assistant Honorary Treasurer**  
Freddy Tan



**Council Member**  
Lee Kwok Weng



**Council Member**  
Edmund Lau



**Co-opted Council Member**  
Angie Low



**Co-opted Council Member**  
Douglas Koh

# 24th MIS Training Centre Executive Council



**President**  
Roger Wang



**Honorary Secretary**  
Gerry Seah



**Honorary Treasurer**  
Freddy Tan



**Council Member**  
Lee Kwok Weng



**Co-opted  
Council Member**  
Mark Laudi



**Co-opted  
Council Member**  
Dylan Tan



**Co-opted  
Council Member**  
Douglas Koh

# Honorary Secretary's Report

## Annual General Meeting

MIS and MIS Training Centre held their respective 44th and 24th Annual General Meeting (AGM) on Thursday, 30th March 2017 at the M Hotel, Singapore. Minutes of the AGM for 2016 and the 2016 Financial Report of both MIS and MIS Training Centre were read and passed.

## Meetings of the MIS & MIS Training Centre Executive Council

The 44th MIS Executive Council and 24th MIS Training Centre Executive Council held regular meetings from April 2017 to December 2017.

## 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

<b>Chairman</b> Dr Gan See Khem	<b>Education</b> Roger Wang (Chairman) Freddy Tan Dylan Tan	<b>Marketing</b> Mark Laudi (Chairman) Gerry Seah Edmund Lau Angie Low	<b>HR &amp; Finance</b> Dr Roger Low (Chairman) Roger Wang Freddy Tan Gerry Seah
<b>Senate Members</b> Professor Tan Chin Tiong Mr Allen Pathmarajah Mr Lee Cheok Yew Mr Chris Chen Mr John Lim	<b>Membership &amp; Events</b> Roger Wang (Chairman) Mark Laudi Dylan Tan Angie Low	<b>Audit &amp; Corporate Governance</b> Lee Kwok Weng (Chairman) Dr Roger Low	<b>Executive Development</b> Dr Roger Low (Chairman) Mark Laudi Gerry Seah Edmund Lau
	<b>Academic Board</b> Dr Roger Low (Chairman) A.Prof Seshan Ramaswami Prof Ang Peng Hwa	<b>Examination Board</b> Prof Ang Peng Hwa (Chairman) A.Prof Seshan Ramaswami Dr Roger Low	



**Mark Laudi**  
Honorary Secretary  
Marketing Institute of Singapore



**Gerry Seah**  
Honorary Secretary  
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,
- Executive Development Committee,
- Finance & 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.

## 44th MIS Executive Council

Marketing Institute of Singapore Council Meeting – Total 8 meetings held.

Name	Position	Total 8 Meetings
Roger Wang	President	8
Dr Roger Low	2nd Vice-President	8
Mark Laudi	Honorary Secretary	8
Dylan Tan	Assistant Honorary Secretary	8
Gerry Seah	Honorary Treasurer	8
Freddy Tan	Assistant Honorary Treasurer	8
Edmund Lau	Council Member	7
Lee Kwok Weng	Council Member	7
Angie Low	Co-opted Council Member	7
Douglas Koh	Co-opted Council Member	4

## 24th MISTC Executive Council

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

Name	Position	Total 6 Meetings
Roger Wang	President	6
Gerry Seah	Honorary Secretary	6
Freddy Tan	Honorary Treasurer	6
Lee Kwok Weng	Council Member	6
Dylan Tan (Appointed in June 2017)	Co-opted Council Member	5
Mark Laudi (Appointed in June 2017)	Co-opted Council Member	5
Douglas Koh	Co-opted Council Member	4

## 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, Mazaars LLP.

**Principle 12: Audit Committee**

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

**Principle 13: Audit**

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

**Principle 14: Members Rights**

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

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

**Principle 15: Communication with Members**

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

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

**Principle 16: Conduct of Members Meetings**

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

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**Note:**

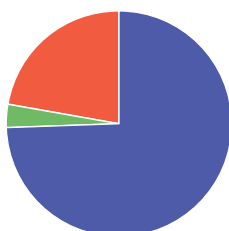
- a) This report covers both MIS and MIS Training Centre unless indicated otherwise.
- b) The term 'he' and 'his' cover both genders.

# 2017 Key Statistics

## MEMBERSHIP

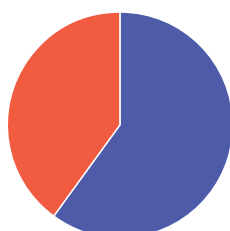
\*Figures as at 31 December 2017

By Membership Type



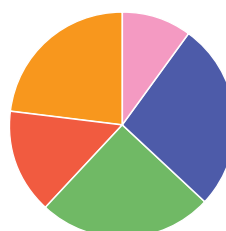
■ Ordinary 319  
■ Corporate 95  
■ Fellow 14

By Gender (%)



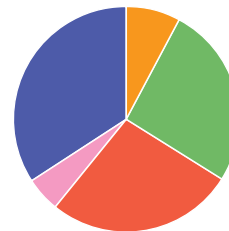
■ Male 60%  
■ Female 40%

By Age Group (%)



■ <30 10%  
■ 31-40 27%  
■ 41-50 25%  
■ 51-60 15%  
■ >60 23%

By Level (%)

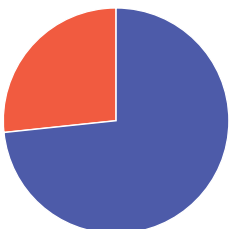


■ C, VP, SVP 8%  
■ Director 26%  
■ Manager 27%  
■ Executive 5%  
■ Other 34%

## EXECUTIVE DEVELOPMENT SERVICES

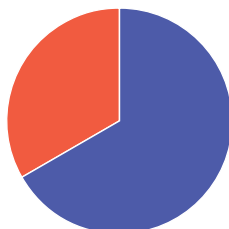
Total of 4,272 course participants

No. of courses ran



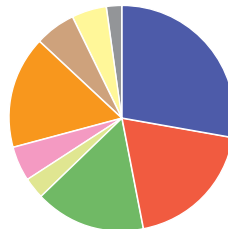
■ Public 232  
■ Custom-design 84

No. of participants trained



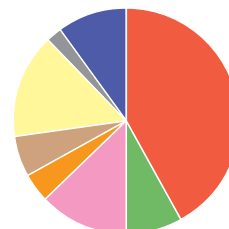
■ Public 2,848  
■ Custom-design 1,424

Breakdown of public courses by category



■ Marketing 28%  
■ Communications 19%  
■ Business Mgmt 16%  
■ Sales 16%  
■ Service Excellence 6%  
■ Leadership 5%  
■ Personal Effectiveness 5%  
■ Event Mgmt 3%  
■ Human Capital Mgmt 2%

Breakdown of custom-design courses by category



■ Communications 42%  
■ Leadership 15%  
■ Personal Effectiveness 13%  
■ Marketing 10%  
■ Sales 8%  
■ Service Excellence 6%  
■ Business Mgmt 4%  
■ Human Capital Mgmt 2%  
■ Event Management 0%





# Membership Services

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## Our Events

### BRAND FINANCE ASIA PACIFIC FORUM 2017 (12 June 2017)

Presented by a host of C-Suite Executives and senior managers, Brand Finance Asia Pacific Forum 2017 was jointly organised by MIS and Brand Finance, supported by the Global Chinese Marketing Federation (GCMF) on 12 June 2017. This forum delved deeply into Brand Marketing and its importance in today's business landscape.

Brand Governance involves helping a brand to create or improve internal brand management tools like policies and procedures, guidelines, audit and compliance processes, brand risk measurement and KPIs. It involves driving the internal culture where internal values and behaviours are reflected externally through a positive brand experience. World leading brand practitioners and cutting-edge thinkers shared their best practices, knowledge and expertise when it comes to managing brands.

Attendees were also shown the Brand Finance League Table Findings in addition to the Top 100 Singapore Brands. The Top 10 Singapore Brands were accorded appropriate recognition during the Awards Ceremony.







# City University of Hong Kong Visit

(30 May to 3 June 2017)

MIS hosted a group from the City University of Hong Kong from 30 May to 3rd June 2017 as part of their Singapore Summer Study Tour. We had a great time exchanging ideas with their College of Business and Department of Marketing representatives. There were also high level discussions with their management team. While nothing was firm up, the seeds of a possible collaboration between both top renowned educational institutes were sown. We look forward to the day when MIS and the City University of Hong Kong can formally embark on an educational partnership.





# LinkedIn Seminar

(16 August 2017)

More companies are realising that a LinkedIn Company Page is a tremendously powerful tool when it comes to raising brand awareness, generating quality leads and gaining followers by spreading the reach of your company's updates. Seizing on this opportunity, MIS invited Chris Reed, the Founder and Global CEO of Black Marketing to come and talk to us about how to use LinkedIn (and what to do) to create Content Marketing Strategies.



# Seminar on Digital Transformation

CHANGING THE WAY WE ENGAGE (4 December 2017)

Held at the STI Auditorium @ Capital Tower, the Seminar on Digital Transformation gathered a whole host of accomplished speakers from various industries who came together to brainstorm and discuss about Marketing in today's ever changing landscape.

They spoke at length about how the Marketers of today operate in an ever changing landscape that continuously brings news digital business models into play. With the evolution of social media, content and real-time marketing, organisations now have an infinite number of ways to engage with consumers.

The Seminar offered insights on:

- What digital transformation means for marketers?
- How digital transformation could change the way marketing in this era?
- What are the new tools that marketing professional can deploy in the changing and evolving marketing landscape?
- 8 Ps required for all business owners & marketers in disruptive times.

The seminar also marked the signing of a Memorandum of Understanding (MOU) between Marketing Institute of Singapore and One Smart Star Asia Pte Ltd. The signing of the MOU reiterated that MIS recognises harnessing relevant technology, with the integration of an optimal digital marketing mix, will create a stronger marketing fraternity in Singapore. Moving forward, MIS also recognises that embracing technological innovation is a proven and sustainable way to move forward in connecting with consumers.







# MIS Glittering Awards' Night 2017

(4 December 2017)

## Best Personal Brand Award 2017

On 4th December 2017, we celebrated the excellent work and glittering moments of the winners as they received the prestigious awards in recognition of their success and achievements in the year 2017.

### What is the Best Personal Brand 2017 Award?

This award is a prestigious form of recognition given by the Marketing Institute of Singapore (MIS) for individuals who had made a positive difference in their professional life by utilising their personal assets, strengths, skills and positioning. The individual have distinguished themselves from their business peers by curating their own personal image and identity.

There are many individuals whose great personal branding has helped them to expand their business, increase their social influence and make a huge difference in the network they are serving. Many awards in the marketplace are meant for companies. Hence, this award focuses on the individuals whose brand and personality are the game changer.

The Awards' Night also saw 72 outstanding individuals from various industries being recognised and awarded by Marketing Institute of Singapore with the MIS Best Personal Brand Award 2017 for their achievements as an individual. The Awards are recognition given by the Marketing Institute of Singapore to these individuals who had made a positive difference in their professional life by having distinguished themselves from their business peers by harnessing on their personal assets, strengths, skills and positioning.

### What are the nomination criteria?

To qualify for nomination or curation, at least one of these requirements:

- Notable achievement like Tribe-building
- Extensive community services
- Have published a book solely under their name
- Enjoy local and regional presence, social media following, media coverage, and charity
- Won awards in their respective industry before







# Night Golf at Orchid Country Club

(27 July 2017)

On 27 July 2017, MIS organized a Night Golf session at the Orchid Country Club in conjunction with the Singapore Polytechnic Graduates' Guild (SPGG) for our Golf Passion Group. It was a unique opportunity for our Golf Passion Group to come together for a game of golf after the sun had set. As expected, they had an absolute ball of a time hitting balls onto the green. Apart from playing the sport of golf together, our participants also seized the initiative to network with each other over an immaculately prepared spread of food and drinks.



**NIGHT GOLF**  
AT ORCHID COUNTRY CLUB

**\$80**

**GOLF PASSION GROUP**

**SPGG**  
Get Connected, Stay Connected

**mis**  
Marketing Institute of Singapore

**TEE OFF 5 PM**

**THU 27.07 2017**

**FEE INCLUDES:**  
GREEN FEES, BUGGY,  
NIGHT GOLF FEES, GST,  
\$10 SPGG F&B VOUCHER  
TERMS & CONDITIONS APPLY

**TO REGISTER, EMAIL TO:**  
[GOLFPASSION@SPGG.ORG.SG](mailto:GOLFPASSION@SPGG.ORG.SG)





# Marketing Outreach

## The Singapore Marketer

MIS' official publication, The Singapore Marketer (TSM), offers in-depth analysis of current marketing strategies, ideas and concepts that concern marketers 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](http://www.issuu.com) and [www.magzter.com](http://www.magzter.com). With the advent of mobile technology, digital magazine enables readers to read marketing articles on-the-go without the hassle of bringing a hardcopy magazine along.



The Singapore Marketer – Oct to Dec 2017 cover page



The Singapore Marketer on Issuu.



The Singapore Marketer on Magzter.

## MARKETING OUTREACH (CONT'D)

### Facebook Page

MIS Facebook page remains an effective platform for MIS to broadcast latest events and activities. As of December 2017, we have a strong fan base of more than 8,000 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 over 1,200 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' facebook page, a platform where members, course and events participants are updated on the latest happenings of the institute.





# Executive Development Services

## Introduction

MIS' Executive Development Services remains the preferred training partner of many organisations, continuing to gain traction year-on-year with a growth of 11% in sales revenue as compared to 2016. This was achieved as a result of product innovation and continuous alignment of our courses to evolving business needs.

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 2017, MIS trained more than 4,200 senior professionals, managers and executives (PMEs) in Singapore and around the region, an increase of 4% from the previous year. Over 316 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, strengthening capabilities in meeting the challenges of an increasingly volatile, uncertain, complex and ambiguous environment.

MIS successfully conducted 84 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 1,424 participants.

Our esteemed list of clients includes Citibank, Robert Bosch (SEA) Pte Ltd, International Air Transport Association, Health Promotion Board, M1 Limited and many others. Some of our new clients include NTT Singapore Pte Ltd, Keppel Land International Limited, Phoenix Contact (SEA) Pte Ltd, Abbott Laboratories (Singapore) Pte Ltd, Aberdeen Asset Management Asia Ltd, Unilever Singapore Private Limited and Roche Singapore Technical Operations Pte Ltd.

# Event Highlights

## Partnership with Google Partner Academy

MIS has successfully ran a total of 15 Google Partner Academy courses. These courses provided the platform for 383 participants to gain their Google proficiency certifications in *AdWords* and *Analytics*.

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



Graduation photo of participants after passing their Google AdWords Fundamentals certification exam (23-24 Feb 2017)



Participants listening attentively during the course

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## Flagship course: 4-day Executive Certificate in Event Management (Jun & Nov 2017)

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

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 450 local as well as overseas participants from various public and public sectors. Conducted by renowned Australian lecturers with over 40 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 Nov 2017



A casual group shot of the participants for the course conducted from 20 – 23 June 2017



# Outreach & Activities

## (HR Summit 3-4 May 2017)

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 the 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.



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



MIS staff explaining the various funding schemes available for corporate training programmes

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## Training & Development Asia (17-18 Aug 2017)

Held at Shangri-La Hotel, this year's TDA conference attracted more than 200 senior HR Professionals and leaders. It was a great opportunity for MIS to expand and enhance our engagement with these key decision makers.



# Partnership & Collaborations

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

- Google Asia Pacific Pte Ltd.
- University of Technology Sydney (Australian Centre for Event Management)
- Econsultancy
- SAFRA & ACCA – preferential discounts to members
- Vital.Org
- JobsCentral
- SkillsHub
- e2i – UTAP funding for NTUC Members

# Awards & Recognition

## Best Corporate Learning & Development Provider

- HRM Asia Readers' Choice Awards 2017



Christina Ho (Head of Executive Development Services) and team receiving the prestigious Readers' Choice Award certification and trophy.



## Best Corporate Training Provider

- Learning & Development (Gold)



From Bronze in 2016 to Silver in 2017, the team's hard work has indeed paid off. Led by Mickey Hee (Head of MIS & MISTC), the team receives the Silver award for HR Vendors of the Year 2017

## Best Corporate Training Provider

- Learning & Development (Gold)



Organised by JobsCentral, the 2017 inaugural T.E.D. Awards seeks to recognize the achievements of outstanding players in the training sectors in Singapore. This platform allows training providers to showcase their achievements, credentials and as well as to encourage all players to constantly strive for excellence in provisioning education for the people.

In recognition of its role as a strategic human capital development partner, MIS' Executive Development was voted by HR professionals as Best Corporate Learning & Development Provider in HRM Asia Readers' Choice Awards 2017, the Best Sales Training Provider (Silver) in HR Vendors of the Year 2017 by Human Resources magazine, as well as the Best Corporate Training Provider (L&D) in the TED Awards 2017 by JobsCentral. These achievements and accolades further reaffirms MIS' reputation as the leading corporate training provider in Singapore and Asia.

## SkillsFuture Credit

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 the 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

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# Introduction + Teach Out



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 or our university partners' certifications. 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.

## 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.



# **Strategic Partnership & Regional Collaboration**

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# Regional Events

MIS and MISTC would like to extend special thanks to President Mr Roger Wang who embraced and fostered regional collaborations and partnerships at the expense of his own time and resources.

## 'Smart' Asia's Marketing Conference 2017, Mongolia (22 September 2017)

Jointly organised by the Mongolian Marketing Association (MMA) and Asian Marketing Federation (AMF) on 22 September 2017 in Ulaanbaatar, Mongolia; the 'SMART Conference' was where international or national professional marketers delivered presentations about a broad scope of issues concerning marketing, such as global marketing trends and innovations, brand concepts and values, and the latest information about marketing based on real examples and case studies.

Various workshops on using proper survey methodology for making marketing decisions, utilizing technology, and successfully organising campaigns were organized as part of the conference. Smart forum organizers underlined that through their participation, businesses were more than able to meet marketing professionals and exchange experiences. MIS President Roger Wang was a keynote speaker at the conference. He spoke about the challenges of marketing in today's landscape and shared about how MIS and professional marketers in Singapore were addressing them. The Annual Board of Management Meeting was also held in conjunction with the Conference.





## The Game of Marketing – 1st Asian Marketing Unconference (27-28 November 2017)

On 27-28 November 2017, Philippines Marketing Association (PMA) held the 48th National Marketing Conference (NMC), with gathering of marketing experts and seasoned professionals came together in exchanging new ideas and networked with one another.

The National Marketing Conference was reformatted to a first of its kind here in Asia, the first Marketing Unconference! This is a new structure whereby the topic and speakers are decided on the day itself. All conference attendees will first vote on what topic they would like to discuss, and then head straight for breakout sessions to dive deep into their chosen topics.

Mr Roger Wang was one of the keynote speaker of the event and through this a closer alliance was foster with PMA.



## GCMF's Global Brand Planning Competition 2017 (11 June 2017)

The Global Chinese Marketing Federation (GCMF) is an uprising representative in the global Chinese business market, founded by professionals and academics from four different regions, namely, China, Singapore, Taiwan and Hong Kong. GCMF organised its 3rd annual 2017 Global Brand Planning Competition on 11 June 2017, after two very successful series in previous years, supported by MIS as a local partner.

This competition provides a platform for hundreds of the most promising young minds and leaders in the marketing sector from around Asia to compete, in the hope of not only winning the competition, but also networking and exchanging ideas with their peers from other countries.





## Inter-institutional Agreement of Co-Operation Between Guangdong AIB Polytechnic College and Marketing Institute of Singapore Training Centre (MISTC)

Guangdong AIB Polytechnic College (hereafter referred to as GDAIB) and Marketing Institute of Singapore Training Centre (hereafter referred to as MIS Training Centre) entered into and formally established an Inter-Institutional Agreement of Cooperation (hereafter referred to as the IAC).

The purpose of the IAC is to promote and expand international understanding, development and friendship by stimulating and supporting educational, professional and intercultural activities and projects amongst students, academic staff, and professional, technical and administrative staff of GDAIB and MIS Training Centre, and the respective communities that support these institutions. In particular, GDAIB and MIS Training Centre will encourage collaboration in any area of mutual interest and concern designed to enhance the learning experiences available to their students, and the personal and professional development opportunities available to their staff members.



## Visit to Guangdong Vocational College of Post and Telecom (8 May 2017)

On the invitation of Guangdong Vocational College of Post and Telecom, the Council and team visited the College's campus on 8th May 2017. A presentation was given on MISTC's programmes to explore the feasibility of a collaboration in Guangdong.



## MIS Council Strategic Brainstorming Session at Sofitel (9 April 2017)

This is a full day event involving both council members and MIS employees. New ideas were brainstormed on taking MIS and MISTC into greater heights. Breakout groups were formed in facilitating different topics and discussion.







# Staff Spirit

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# Staff Events

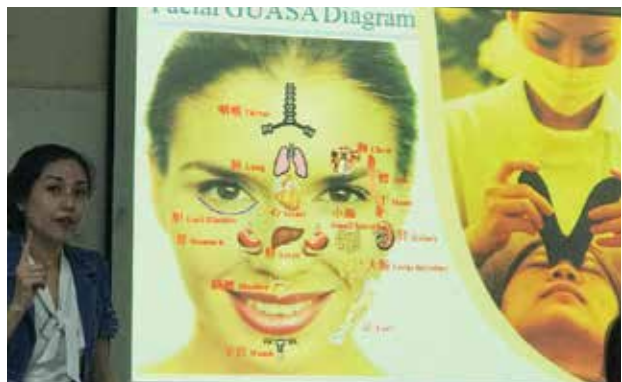
## Chinese New Year Celebration (3 February 2017)

Chinese New Year festivities often involves the practice of many traditions – one of which is 'Lo Hei'. It is the tossing of the yu sheng for good fortune and saying of auspicious phrases before eating it. It is believed that the higher the toss, the better your prospects and fortune in the year ahead. In 2017, MIS once again organised a Lo Hei session, with everyone wishing MIS a better future plus luck and prosperity.



## Get Sun Smart Talk (5 May 2017)

Keeping fit and de-stressing during outdoor sports is definitely great fun. However, not many people know how harmful the sun's ultraviolet radiation is. An educational talk was specially organized to let MIS staff gain the knowledge on the harmful effects of the ultraviolet rays. The presentation was simple and enriching at the same time, expanding our horizons in areas that we've never been exposed to before.





### Terrarium Workshop (14 June 2017)

The secret art of planting a mini garden in the office was once again experienced by MIS staff. It is very simple to build a mini garden. The staff exercised their creative juices to build their own unique mini garden in a bottle. The purpose of this activity is to remind everyone to be eco-friendly and gaze upon shades of green to rejuvenate our mood.



## Staff Retreat (28 July 2017)

This year MIS held a Master Chef competition at Tessy Kitchen Studio. While the staff were being split into groups of 3-4, the real master chef was demonstrating how to whip up a 3 course meal. Everyone unleashed their innate talents, hoping to become real Master Chefs of MIS. In the end, the team of 4 hunks stood triumph amongst the other teams.

After the arduous cooking storm, the staff went to Farmart Centre where Uncle William brought them to Uncle William. Yes Uncle William is both the owner and shop's name. Uncle William was the place where the staff had Educational Tour and Treasure Hunt. They learnt about quails along with interesting facts and knowledge about farming which they do not get to experience in daily lives.





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