



The marketing model of B2B2C is an emerging model that can support the requirements of marketing to both businesses and consumers. How does modern marketing assist the industrial goods marketing needs? Is it true that B2B is decades behind B2C? Or perhaps it is a case of a sleeping giant with significant dollars to spend - and to make? Are you in the business of Business to Business to Consumer (B2B2C) marketing model marketing goods and services to other businesses that in turn sell to an end consumer?

In this series of the MIS' Marketing Guru Talks, guest speaker Markus L. Keiper will discuss the many challenges faced by marketers where both B2B and B2C marketing rules apply. He will share real world case studies on organisations that have successfully overcome B2B2C marketing challenges in the world of modern marketing. He will also highlight the key factors for B2B2C marketing success.

18 SEPT 2013

6.30PM – 9.00PM

MIS EXECUTIVE LOUNGE

410 North Bridge Road, Level 1, S188726

Fees: MIS Students – Complimentary

MIS Members – \$20 | Non-Members – \$35

Public Tertiary Institution Student*: \$10

*This includes all students from NUS, NTU, SMU, NYP, NP, SP, TP and RP only.



Markus L. Keiper

Director of Global Marketing, Communications & CRM - Marine
Rolls-Royce Singapore Pte Ltd

Markus L. Keiper has been a professional in the Automotive and Marine industry for over 17 years. Born in Germany, he started his career at Daimler (Daimler Chrysler, Germany), where he held several positions in Brand Management and General Management (Sales, Controlling, SCM, Marketing, Communications, etc.) within the passenger car and the powertrain divisions of Mercedes-Benz. He spent the past 11 years in Asia-Pacific where he developed innovative marketing and communications approaches for the B2B markets for high tech off-highway products in SEA, NEA and Australia/Oceania. Markus

is dedicated to transforming behaviours towards customer centric organisations in Europe, North America, Australia, India and other markets. Since October 2012, he has been Director for Marketing, Communications and Customer Relations at Rolls-Royce Marine, based in Singapore.

Before starting his career in blue chip companies, Markus Keiper led the student organisation Aiesec International as President from 1994-95 as well as Aiesec Germany (1993-94).



**The National
Body for Sales
and Marketing**



PROGRAMME HIGHLIGHTS

6.30 – 7.15PM
REGISTRATION & NETWORKING
(Light dinner will be provided)

7.15 – 8.30PM
PRESENTATION TALK

8.30 – 9.00PM
QUESTIONS & ANSWERS

Seats available on a first-come, first-served basis. Payment must be received prior to confirmation of your seat. Please make your cheque payable to "Marketing Institute of Singapore".



Registration For Marketing Guru Talk 18 September 2013

Registration Fees:

MIS Member : \$20 Non member : S\$35

MIS Student: **Complimentary**

Public Tertiary Institution Student: \$10

(Light dinner will be provided)



MARKETING
INSTITUTE OF
SINGAPORE

Event: Marketing between Giants and Minions - A B2B Story

Participant(s) Information

Name of Delegates/NRIC	Designation	Email:	Contact No:
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____

MIS Corporate Member No: _____

MIS Membership No: _____ MIS Student Non Member

Address : _____
Postal Code _____

Company: _____

Contact Person: _____

Contact No: _____ (O) _____ (HP)

You may submit your registration form via fax: 6338 8695, email: events@mis.org.sg

Or post it to: 410 North Bridge Road #06-00 Singapore 188726 (Attn: Joaquim Tan)

For more information, you may contact: Joaquim/Marilyn @ 6411 1630

Method of Payment

Total Amount Payable: \$ _____ (Please make payment before the event)

Cheque No: _____ Bank Name: _____

(Payable to **Marketing Institute of Singapore**)

Kindly indicate your **Name**, Membership No (if any), Contact Number and Event Title behind the cheque.

Credit Card : AMEX MasterCard VISA

Cardholder's Name: _____

Issuing Bank : _____

Card No: _____ CVV No: _____

Expiry Date : _____ (MM/YY)

Signature : _____

Official Use:

Receipt No: _____ Acknowledgement Sent: _____