

22 Jan 2015 (Thurs)
6.30pm – 9.00pm
MIS Executive Lounge

410 North Bridge Road, Lvl 1, S188726

MIS Student: Complimentary
MIS Member: \$20 | Non-Member: \$35
Public Tertiary Institution Student*: \$10

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

THE CONTENT MARKETING REVOLUTION

At its most basic, content marketing is promoting products and ideas as 'news' or entertainment.

Content marketing is getting bigger than ever; content creation and publication is at an all-time high, and traditional marketing budgets are being reallocated to content marketing efforts – or having to be stretched to cover content-based obligations. For innovative brands, an award-winning Tumblr now carries serious clout; hashtag campaigns have become as compelling as taglines; and the Digiday Awards are as coveted as the Stevies. The phenomenon of content marketing and brand publishing has unfolded rapidly because it responds to consumer preference.

The content marketing revolution signals more than a mere marketing fad. However, despite its pervasive usage, content marketing isn't without its struggles. Many companies also have no idea on how to develop content based strategies and have a limited appreciation of what content can and should achieve. What's the point of content marketing?

KEY POINTS

**B2B content marketing:
A beginner's guide**

**Individuals vs Companies –
What's in it for all of us**

**The future of content marketing –
The impact of social media on
form and distribution**



GRAEME SOMERVILLE-RYAN
MARKETING AND BUSINESS DEVELOPMENT DIRECTOR
WIKBORG, REIN & CO., MEDIA RELATIONS, PR, AND COMMUNICATIONS

Graeme Somerville-Ryan is Business Development Director (Asia) at the international law firm Wikborg Rein. He also provides B2B marketing consultancy services to companies in the shipping, insurance, and business services sectors.

Graeme's background includes the management of a wide range of domestic and international marketing projects. He has undertaken business development functions such as combining CRM strategy and quantification into business planning, CRM best-practice, departmental planning, tender development, management of sector groups, and client targeting.



Registration For 22 January 2015



Registration Fees:

MIS Member: \$20 Non-Member: \$35
MIS Student: **Complimentary**
Public Tertiary Institution Student*: \$10
(Light refreshments will be provided)



Event: The Content Marketing Revolution

Participant(s) Information

Name of Registrant	NRIC	Designation	Email	Contact No:

MIS Corporate Member No: _____

MIS Individual Membership No: _____

MIS Student Non Member

Address: _____ Postal Code: _____

Organization: _____

Contact Person: _____ Contact Email: _____

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: Membership Department)
For more information, please call 6411 1630

Method of Payment

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

Cheque No: _____ Bank Name: _____

Made payable to **Marketing Institute of Singapore**

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

Credit Card: AMEX MasterCard VISA

Cardholder's Name: _____ Postal Code: _____

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