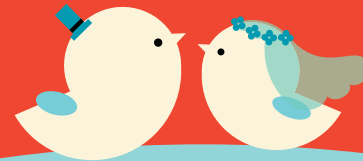


# marry your online-offline marketing campaign in

# 3 steps!



online & offline

Guru  
Talk  
Marketing



Scrap the line that differentiates online and offline marketing! The most successful companies understand that offline marketing is part of the entire marketing plan as much as online marketing is.

In his talk, Joshua will detail 3 simple steps to integrate your online and offline marketing efforts to create a single congruent campaign centered on a central message for a seamless brand presence!

Media channels that will be focused on: **Google, Facebook, Direct, Newspaper Ads and Classified Ads**

## Key Points

- Use 3 simple steps to create seamless online & offline marketing campaigns
- Level the marketing playing field between start-ups and MNCs
- Create top-of-mind recall with a smaller budget
- Case studies of companies who have successfully integrated online and offline media

**30 October 2014 (Thurs) • 6.30pm – 9.00pm • MIS Executive Lounge**

410 North Bridge Road, Level 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.



## JOSHUA LOKE

**MARKETING CONSULTANT & ENTREPRENEUR**

**AUTHOR OF '3 STEPS TO TRIPLING YOUR PROFITS IN 3 MONTHS OR LESS'**

Joshua is a serial entrepreneur and the owner of 3 SMEs in Singapore and Singapore's Only 'SME Direct Response Online Marketing Consultant'.

Over the course of 5 years, Joshua has effectively used the media, such as Google, Facebook, Direct, Newspaper Ads and Classified Ads.

to generate massive profits for himself and his clients:

His clients are amongst some of the most well-known SMEs in Singapore such as the Money & You Seminar and other 'Self Help' seminars that were behind the success of names such as Jack Canfield (Chicken Soup For The Soul), Robert Kiyosaki

(Rich Dad, Poor Dad) and Anthony Robbins.

Joshua is a much sought after speaker, and has been invited to speak at multiple organisations such as Association of Professional Trainers Singapore Business Network International (Singapore), and NTUC Income.



**mis**  
Marketing Institute  
of Singapore

### PROGRAMME HIGHLIGHTS

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

7.15PM – 8.30PM  
PRESENTATION TALK

8.45PM – 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 30 October 2014



## Registration Fees:

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



## Event: Marry your Online-Offline Marketing Campaign in 3 Steps!

### 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](mailto: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: \_\_\_\_\_

Issuing Bank: \_\_\_\_\_ CVV No.: \_\_\_\_\_

Card No: \_\_\_\_\_ Contact Email: \_\_\_\_\_

Expiry Date: \_\_\_\_\_ (MM/YY)

Signature \_\_\_\_\_

### Official Use:

Receipt No: \_\_\_\_\_ Acknowledgement Sent: \_\_\_\_\_