

# ANNUAL REPORT 2023





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# ABOUT US

Established in 1973, the Marketing Institute of Singapore (MIS), a non-profit organization, serves as the national authority for Sales and Marketing. Over the years, MIS has been at the forefront of professional development, offering reskilling and upskilling opportunities to emerging executives and business experts, benefiting individuals and corporations locally and regionally.

Through our comprehensive, real-world training programs and certification courses, we've empowered over 50,000 Sales and Marketing professionals.

Continuing our mission, MIS actively engages in and contributes to marketing events across Singapore and the region, represented within the 18-member Asia Marketing Federation (AMF), to further elevate Singapore's sales and marketing prowess on a global stage.





# OUR CORE VALUES

## TRUST

Our core mission is to cultivate relationships built on integrity and accountability across our community of members, students, and staff.

## ENTERPRISE

We are committed to creating a culture that empowers individuals to seize opportunities and expand their horizons.

## TEAMWORK

We advocate for and cultivate teamwork across the organization by fostering open communication and the exchange of ideas.

## PASSION

We find joy in our work and are always ready to exceed expectations to fulfill our responsibilities.

## SERVICE QUALITY

We aim for excellence throughout our organization, from comprehending the needs of our customers to assisting them in achieving their objectives.

## INNOVATION

We fervently support innovation and ongoing learning among our employees, in both their professional and personal growth.

## CULTURE STATEMENT

We strive to cultivate an environment that motivates our staff to serve passionately, embraces entrepreneurship, enhances innovation and service excellence, and promotes transparency, trust, and collaboration among everyone.











# OUR COMMITMENT

## QUALITY POLICY

At the Marketing Institute of Singapore (MIS), our core commitment is to foster a nurturing environment that enhances working, learning, and teaching experiences for everyone involved. Our dedication to excellence is reflected through our comprehensive services, which are designed to:

**EXCEED EXPECTATIONS:** We aim not just to meet but to surpass the anticipations of our customers, staff, and stakeholders by delivering unparalleled services.

**REGULATORY COMPLIANCE:** Our operations are built on adhering to regulatory requirements, ensuring our practices are effective, ethical, and legally compliant.

**CONTINUOUS IMPROVEMENT:** We are dedicated to excellence, continuously enhancing our processes and outcomes through innovation and feedback.

**QUALITY MANAGEMENT SYSTEMS:** Our commitment to quality is ensured by effective quality management systems, integral to achieving superior service and support.

## COMMUNITY POLICY

We actively support our community through participation in community work and providing financial assistance to those in need.

## ENVIRONMENT POLICY

Our commitment to the planet is unwavering. Together, our staff and students are dedicated to:

- Minimizing our environmental footprint through reducing, reusing, and recycling.
- Enhancing our understanding of environmental issues and advocating for sustainability.

## INNOVATION POLICY

We aim for excellence by constantly innovating and improving our people, processes, and the quality of our services.

## SAFETY & HEALTH POLICY

Prioritizing a safe and healthy environment for learning and teaching is at the forefront of our mission. We are dedicated to safeguarding the well-being of our staff and students.





# STRATEGIC UNITS



Executive Development

## **MEMBERSHIP SERVICES**

### **— Connecting a Community of Marketers**

MIS is esteemed as a central platform where professionals and organizations in sales and marketing converge to network and share expertise. Membership in MIS enhances your professional standing by providing access to the latest in marketing best practices, authentic high-quality training, industry trends and insights, as well as exposure to the forefront of marketing and business strategies alongside unparalleled opportunities for networking with peers.



Connect

## **EXECUTIVE DEVELOPMENT SERVICES (EDS)**

### **— Continuous reskilling, upskilling, and professional development solutions to aspiring executives, business professionals and corporations**

Explore our extensive range of Executive Development Programmes, designed to meet the reskilling and upskilling requirements of executives and managers aiming to stay current with the latest knowledge, skills, and industry trends. Our curriculum covers a wide array of subjects including Sales, Marketing, Communications, Service Excellence, Event Management, Business Management, Human Capital Management, Leadership, and Personal Effectiveness, ensuring a comprehensive professional development experience.











# OUR PRESIDENT'S MESSAGE

**Dear Esteemed Members,**

As we celebrated our 50th Anniversary in 2023, it was a year marked by relentless dedication and commitment to educational excellence. We successfully secured 14 MOUs with AMF member countries and an additional MOU with the University of Western Australia. The year also saw us wrap up two pivotal board meetings and participate value-added two AMF marketing forums. We were proud to serve as the platinum sponsor and judge at the Asia Federation of Conventions and Exhibitions Organisers, where 40 teams vied for top honors in the Asia MICE Youth Challenge. We have instituted a more rigorous process for our Certified Marketer program and introduced a state-of-the-art Learning Management System. The Global Chinese Marketing Federation event drew 26 competing teams from across the region. Furthermore, our visits to universities in China were instrumental in introducing our academic programs and recruiting students for both the MIS and MISBS programs. Our team tirelessly traveled to each AMF member country to promote our executive development and academic offerings.

Additionally, during the Singapore Marketing Summit, we honored 14 outstanding marketing entities and 49 individuals (Best Personal Branding Award) for their exceptional personal branding at the Singapore Marketing Excellence Awards, celebrating the best in the field as part of our 50th anniversary celebrations. To further commemorate this milestone, we have created a unique medallion and special gift sets, symbolizing our half-century of marketing leadership and innovation. In recognition of our key partners and trainers, 42 trainers were invited to the Trainer's Appreciation Night, acknowledging their invaluable contributions to our success.

The evening of the Singapore Marketing Excellence Awards was graced by distinguished guests including MP for Jurong GRC, Shawn Huang; MP for Nee Soon GRC, Derrick Goh Soon Hee; and MP for Sembawang GRC, Mr. Lim Wee Kiak, reflecting the significant support we receive from various sectors."

**Sincerely,  
Mr. Roger Wang  
President**

**Marketing Institute of Singapore**



# 50<sup>TH</sup> MIS EXECUTIVE COUNCIL

The MIS Executive Council, an elected group of esteemed leaders and experts from both the industry and academia, serves a two-year term following its election at an Annual General Meeting. This council acts as the principal policy-making entity for MIS, tasked with guiding the institute's strategic direction, growth, and development. Additionally, a dedicated Secretariat of full-time employees supports the council by managing the institute's daily operations.



**Roger Wang**  
President



**Dr. Roger Low**  
2<sup>nd</sup> Vice President



**Dylan Tan**  
Hon Secretary



**Vincent Ng Cheng Hye**  
Hon Treasurer



**Frederick Chin Kwan Soon**  
Asst Hon Treasurer



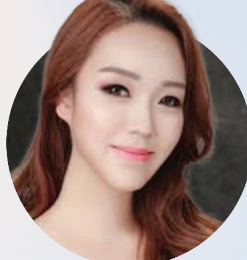
**Douglas Koh**  
Council Member



**Andy Lim**  
Council Member



**Fong Wai Keong**  
Council Member



**Nicole Chen**  
Co-Opt Council Member



**Dr. Tong Yew Kwan**  
Co-Opt Council Member



**MIS Committees****Chairman**

Dato' Seri Dr. Derek Goh

**Events & Membership**Chairman: Roger Wang  
Co-Chair: Vincent Ng**Marketing**Chairman: Dylan Tan  
Co-Chair: Roger Wang**Sales**Chairman: Roger Wang  
Co-Chair: Vincent Ng  
Co-Chair: Andy Lim**Education**Chairman: Dr. Roger Low  
Co-Chair: Roger Wang**IT Infrastructure**

Chairman: Andy Lim

**Finance & HR**Chairman: Roger Wang  
Co-Chair: Vincent Ng  
Co-Chair: Andy Lim**Corporate Governance &  
Constitution Review**Chairman: Lee Kwok Weng  
Co-Chair: Douglas Koh**Investment**Chairman: Roger Wang  
Co-Chair: Dr. Roger Low



# ACTIVITY OVERVIEW OF EXECUTIVE COUNCIL

## Annual General Meeting (AGM)

Marketing Institute of Singapore held their respective 50th Annual General Meeting (AGM) on Friday, 30 June 2023 at 7p.m..

Minutes of the AGM and the 2022 Financial Report of MIS were read and passed.

## Meetings of the MIS Executive Council

The 50th MIS Executive Council and held a total of 6 council meetings and sub-committee meetings between June 2023 and March 2024.

Name	Position	Total Meetings
Roger Wang	President	6
Dr. Roger Low	2nd Vice President	6
Dylan Tan	Secretary	6
Vincent Ng	Hon Treasurer	3
Frederick Chin	Asst Hon Treasurer	6
Douglas Koh	Council Member	3
Andy Lim	Council Member	4
Fong Wai Keong	Council Member	4
Nicole Chen	Co-Opt Council Member	1
Dr. Tong Yew Kwan	Co-Opt Council Member	2





# 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:

- Corporate Governance Committee
- Sales & Marketing Committee
- Finance & Human Resource Committee
- Events & Membership Committee
- Education Committee
- IT Infrastructure Committee

MIS has established financial authorization 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 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.



Name	Position	Total Meetings
Roger Wang	President	6
Dr. Roger Low	2nd Vice President	6
Dylan Tan	Hon Secretary	6
Vincent Ng	Hon Treasurer	3
Frederick Chin	Asst Hon Treasurer	6
Douglas Koh	Council Member	3
Andy Lim	Council Member	4
Fong Wai Keong	Council Member	4
Nicole Chen	Co-Opt Council Member	1
Dr. Tong Yew Kwan	Co-Opt Council Member	2





## Principle 2 : Executive Council Composition and Guidance

The Executive Council consists of eight 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 the Executive Council.

## Principle 3 : Clear Division of Responsibilities

To formalize 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 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 Vitae and profiles of nominated members are presented at the AGM. The Honorary Treasurer shall not be entitled for re-election after two consecutive terms for MIS. 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. Audit 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:**

## **Clear Division of Responsibilities**

Annual audit of the financial statements of MIS is done by the appointed external auditors, Mazars LLP.

### **Principle 12 :**

## **Audit**

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

### **Principle 13 :**

## **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 14 :**

## **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 socialize and interact. Feedback and comments from members are addressed by the Membership Department.

### **Principle 15 :**

## **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.

THE TERM 'HE' AND 'HIS' COVERS BOTH GENDERS.







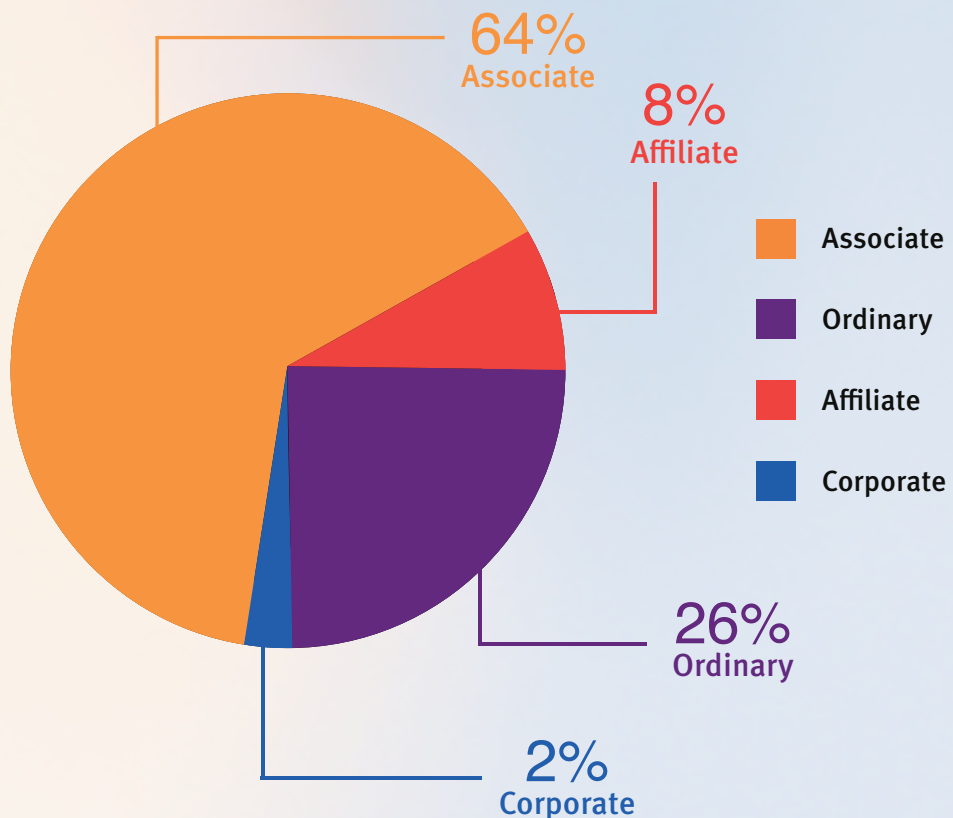


# MEMBERSHIP SERVICES

MIS acts as a central meeting point for sales and marketing professionals and organizations to gather, connect, and share insights. Membership in MIS boosts members' visibility, linking you with the latest in marketing best practices, authentic high-quality training, industry trends, and insights, access to innovative marketing and business strategies, and exceptional networking opportunities with peers.

Members of MIS benefit from exclusive discounts on Executive Development courses designed to meet their specific learning objectives. Additional perks of membership include free access to the Member's Lounge, smart classrooms, and the state-of-the-art Green Room Studio at MIS.

## Membership Profile Breakdown





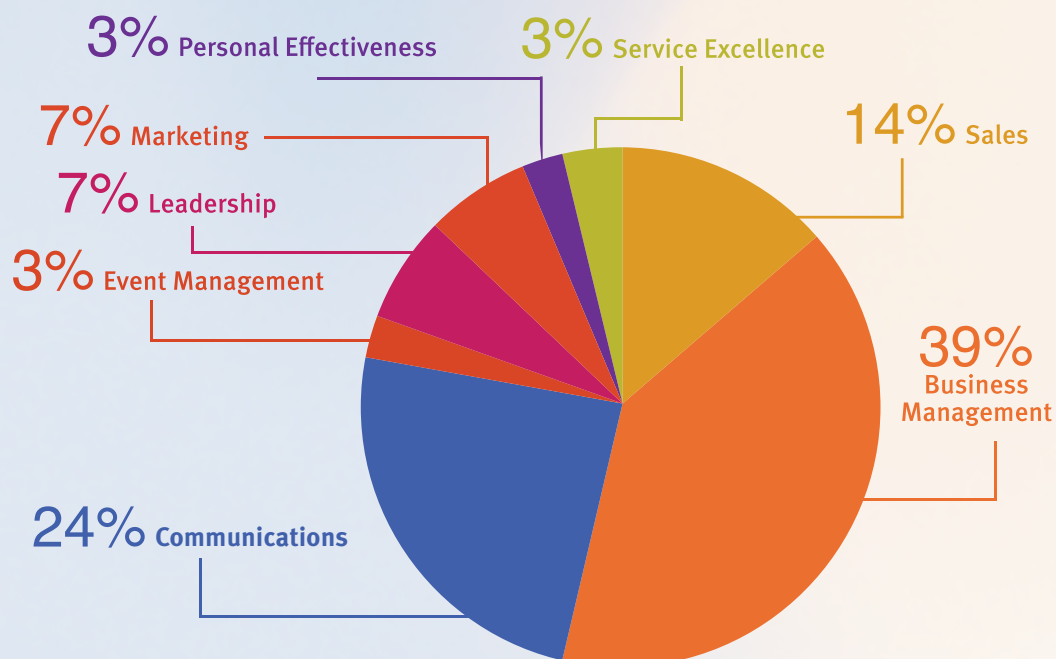
# EXECUTIVE DEVELOPMENT SERVICES (EDS)

Executive Development Services (EDS) represents the corporate training division of MIS, delivering an extensive range of public and in-house training programs for Professionals, Managers, Executives, and Technicians (PMETs). Our esteemed panel of experts has meticulously crafted a diverse portfolio of programs across the nine essential disciplines: Marketing, Sales, Business Management, Communications, Personal Effectiveness, Human Capital Management, Event Management, Leadership, and Service Excellence.

For over two decades, MIS EDS has established itself as a premier provider of professional development and training, earning widespread trust and recognition within Singapore and beyond.

In collaboration with government entities such as Workforce Singapore (WSG), SkillsFuture Singapore (SSG), and e2i, MIS EDS is at the forefront of promoting lifelong learning. We play a crucial role in empowering the local workforce, providing them with the vital skills and competencies needed to navigate the complexities of the modern and competitive business landscape.

## Program Enrollment Breakdown









# ACCOLADES AND AWARDS

For nine consecutive years, MIS achieved another home run and claimed the Gold Winner for the “Best Corporate - Training Provider” in HRM Asia Readers’ Choice Awards 2023.





# MARKETING OUTREACH

We engage our followers and community through various marketing channels. We regularly post information about our course to drive signups.

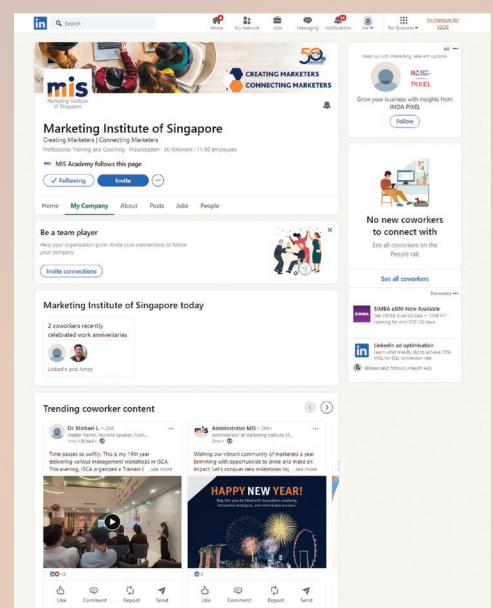
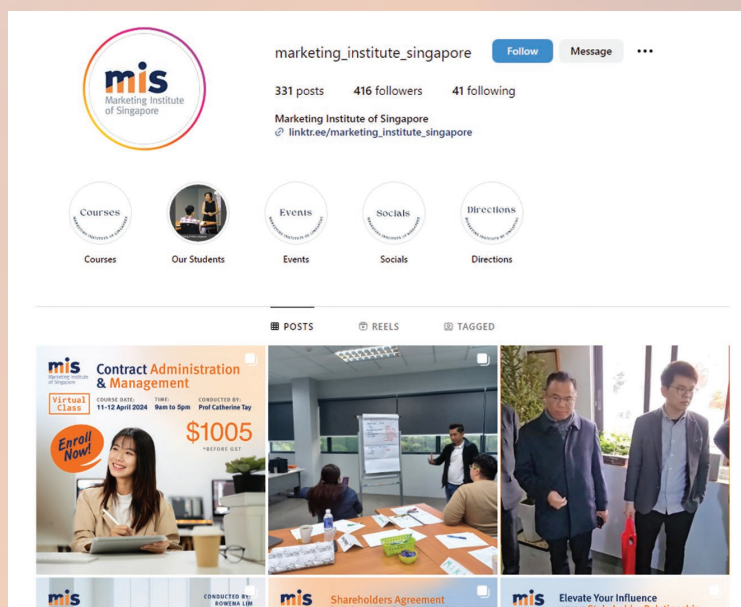


## Website

- Website traffic – 19K+ visitors

## Facebook

- Number of page followers - 8K+



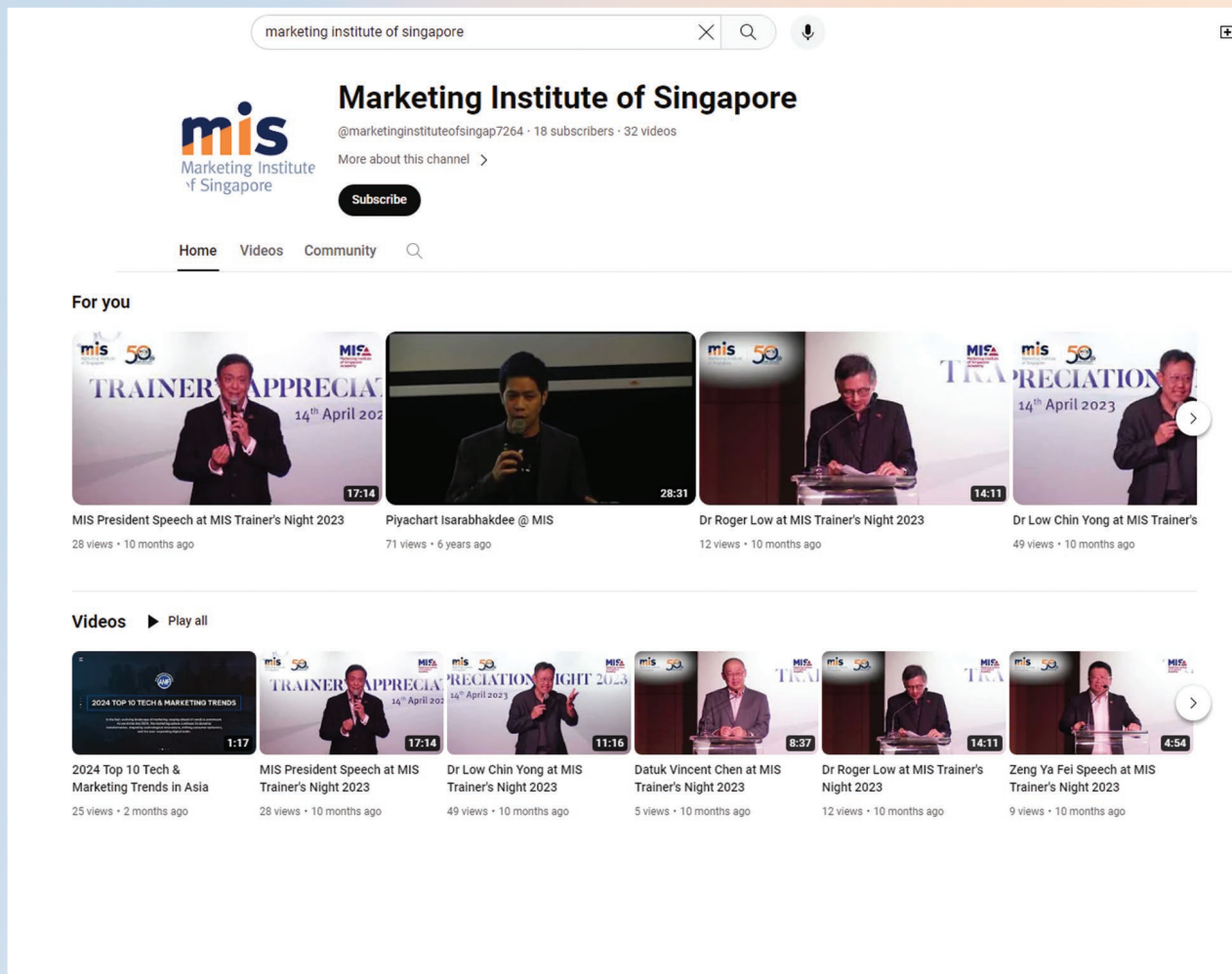
## Instagram

- Number of page followers – 400+

## LinkedIn

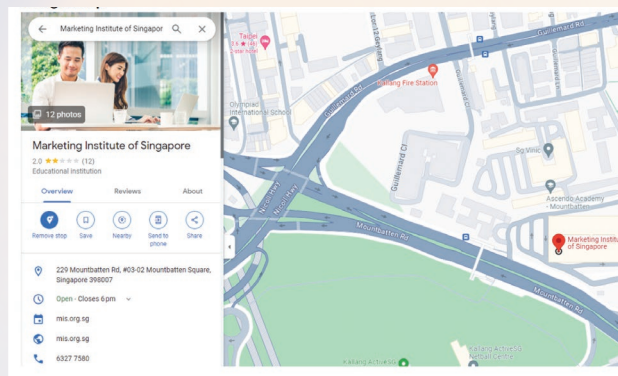
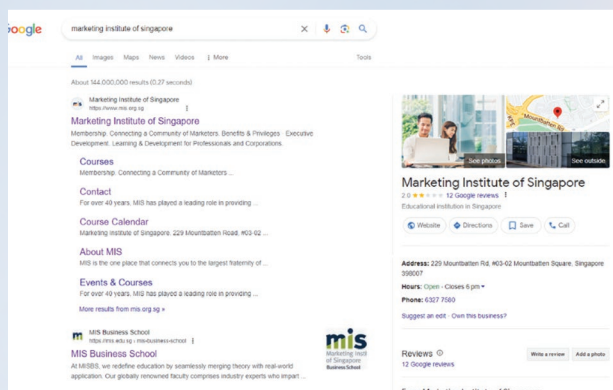
- Number of page followers - 3K+





## YouTube

- YouTube page - Marketing Institute of Singapore
- Number of subscribers – 100+



## Google Search Engine Site



# REGIONAL STRATEGIC PARTNERSHIP & CONNECTIVITY



MIS holds the esteemed position of being the National Marketing Association and is a proud member of the Asia Marketing Federation (AMF). Established in 1991, the AMF is a distinguished regional organization dedicated to enhancing and reinforcing the marketing community across Asia.

The Asia Marketing Federation (AMF) encompasses National Marketing Associations from 17 countries and regions. Its membership includes Bangladesh, Cambodia, China, Hong Kong, Indonesia, Japan, South Korea, Malaysia, the Philippines, Singapore, Sri Lanka, Taiwan, Vietnam, Thailand, Mongolia, Myanmar, and Macau, representing a wide and diverse network of marketing professionals across the region.

Our President, Mr. Roger Wang, was appointed the 2nd Vice President of AMF with unanimous support in October 2022.





# OUR KEY EVENTS



## **Trainer's Appreciation Night One Farrer Hotel, May 2023**

Trainers are the cornerstone of Marketing Institute of Singapore and our learning community. Their dedication and expertise in delivering relevant and rigorous executive training programs elevate Marketing Institute of Singapore above other institutions. Our trainers' unwavering commitment ensures that we consistently offer top-tier education, empowering professionals with cutting-edge knowledge and skills. This exceptional support has solidified our reputation as leaders in marketing education, driving success for both our participants and the industry. There were 42 trainers who attended the event.



## **Asia Marketing Federation World Marketing Forum Dhaka, Bangladesh, May 2023**

In May 2023, the Marketing Institute of Singapore attended the Asian Marketing Federation (AMF) meeting, demonstrating a commitment to innovation and excellence in professional certification. By May 2024, MIS will enhance the Certified Professional Marketer Program by integrating Learning Management Systems, transitioning away from traditional sit-down examinations to a more dynamic assessment model that utilizes assignments exclusively. This strategic shift ensures our curriculum remains cutting-edge, fostering a practical and comprehensive learning environment for our marketers. Marketing Institute of Singapore value added to the key discussions at the board meeting and contribute significantly at the World Marketing Forum.





**Marketing Institute of Singapore  
The Global Chinese Marketing Federation (GCMF),  
The Business Event Planning Competition and Global Brand Planning Competition,  
July 2023**

The Global Chinese Marketing Federation (GCMF), in its 10th year, continues to attract top talents worldwide. Marketing Institute of Singapore is dedicated to promoting cross-cultural collaboration, and driving innovation in the global marketing landscape.





### **Marketing Institute of Singapore 50th Anniversary Celebration Grand Copthorne Hotel, October 2023**

The Marketing Institute of Singapore's Singapore Marketing Summit, held in conjunction with its 50th Anniversary celebration, once again showcased its ability to attract top marketing talent. Esteemed Academics and marketing professionals shared invaluable insights and key knowledge at the event, reinforcing the Institute's commitment to excellence in marketing education and professional development. This prestigious event highlighted MIS's pivotal role in fostering a dynamic and knowledgeable marketing community.





### **Marketing Institute of Singapore 50th Anniversary Celebration with Unique Medallion and Exclusive Executive Gift Pack October 2023**

To celebrate the Marketing Institute of Singapore 50th Anniversary, Marketing Institute of Singapore crafted a unique medallion commemorating this special event.

Each medallion's serial number marks the celebration year, making it a cherished keepsake. Accompanying this was an exclusive executive gift pack comprising of a notebook, pen, thumbdrive, and a distinctive water tumbler with a temperature indicator—a standout feature loved by all recipients. This thoughtful package embodies our dedication to creating memorable experiences for everyone involved in this momentous occasion.





### **Marketing Institute of Singapore 50th Anniversary Celebration with Awarding of Scholarships to 50 Awardees Worth S\$264,000 Grand Copthorne Hotel, October 2023**

Marketing Institute of Singapore celebrated its 50th Anniversary by awarding scholarships totaling S\$264,000 to 50 deserving awardees. This momentous occasion was witnessed by Mr. Eric Chua, Senior Parliamentary Secretary of the Ministry of Culture, Community and Youth & Ministry of Social and Family Development, underscoring the institute's commitment to fostering marketing talent in Singapore.



Image Credit : Mediacorp Studios, 2023

### **Marketing Institute of Singapore Celebrates 50th Anniversary Paying Tribute to Mr. Lee Kuan Yew, October 2023**

In celebration of the Marketing Institute of Singapore's 50th Anniversary, the National Anthem of Singapore proudly resounded in the Grand Ballroom at the Grand Copthorne Hotel, with the presence of participants from 14 Asia Marketing Federation member countries. A heartfelt tribute was paid to Singapore's founding father, the late Mr. Lee Kuan Yew, whose visionary leadership transformed a nation from mudflats to a vibrant metropolis.

His enduring legacy continues to inspire us all. Thank you, Mr. Lee, for your extraordinary vision and unwavering dedication. This inspiration runs deep in the heart of Marketing Institute of Singapore, driving our mission to provide the best, most relevant quality education to Singaporeans and citizens of the world.





### **Marketing Institute of Singapore 50th Anniversary Celebration - MOU Signing with Asia Marketing Federation Members Grand Copthorne Hotel, October 2023**

The Marketing Institute of Singapore (MIS), celebrating its 50th anniversary, has forged significant relationships with 14 member countries of the Asia Marketing Federation in a Memorandum of Understanding signing ceremony. This collaboration aims to jointly promote high-quality academic education and relevant executive training courses, enhancing employability across the region. This initiative exemplifies the unwavering commitment of MIS to continuous improvement and excellence in marketing education and professional development.





## Marketing Institute of Singapore Celebrates 50th Anniversary by Organising the Best Personal Branding Award 2023 - W Singapore - Sentosa Cove, October 2023

The esteemed Best Personal Brand Award was conferred upon 49 distinguished recipients and 14 entities for the Singapore Marketing Excellence Award, recognizing their significant achievements in personal and corporate branding and marketing. This accolade stands as one of the most recognizable and trusted in the industry, epitomizing the gold standard for excellence. It honors individuals who have distinctly positioned themselves through superior strategic marketing practices, thereby contributing profoundly to the advancement of the industry's professional landscape. The Singapore Marketing Excellence Award Night was attended by the Shawn Huang, Member of Parliament for Jurong GRC, Derrick Goh Soon Hee, Member of Parliament for Nee Soon GRC, and Lim Wee Kiak, Member of Parliament for Sembawang GRO.



## HRM Asia Reader's Choice Award 2023 - Awarded the Gold Winner for Best Corporate Training Provider Carlton Hotel Singapore, October 2023

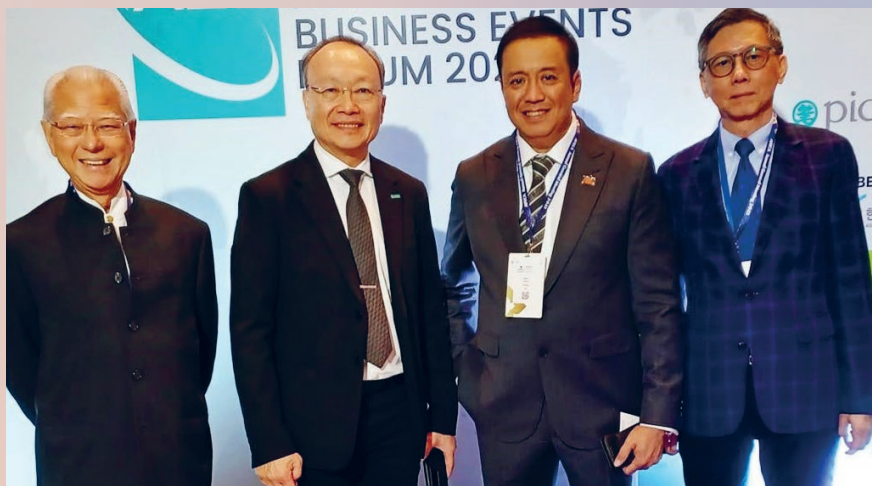
The Marketing Institute of Singapore proudly announces its ninth consecutive Gold Award win for Best Corporate Trainer awarded by HRM Asia. This remarkable achievement underscores Marketing Institute of Singapore's unwavering commitment to excellence in corporate training and professional development. Marketing Institute of Singapore's innovative programs and dedicated team continue to set industry standards, empowering professionals to excel in a competitive landscape.





### **Asia Marketing Federation World Marketing Forum 2023 Bangkok, Thailand, November 2023**

In November 2023, the Marketing Institute of Singapore proudly participated in the World Marketing Forum, hosted by the Asia Marketing Federation in Bangkok. This event underscored MIS's unwavering commitment to promoting high-quality executive training and rigorous EduTrust-accredited academic programs. Through our active involvement, we have significantly contributed to the professional development of member countries' national marketing bodies, reinforcing our role as a leader in advancing marketing excellence globally.



### **AFECA Asia MICE Youth Challenge 2023**

The Marketing Institute of Singapore was honored to be the gold sponsor of the AFECA Events Challenge Competition. Our President, Roger Wang, served as a key judge, selecting winning teams from 15 countries. This prestigious event showcased our commitment to fostering global marketing excellence and supporting innovative talent. By sponsoring and participating in such significant international competitions, we continue to reinforce our leadership role and dedication to advancing the marketing profession worldwide.



