

Effective Market Development – To Drive Business Growth & Profitability

Why You Should Attend This Course:

The success of any sustainable business growth and profitability really depends on how a company develops its market segment over time. It necessitates moving away from the traditional silo approach of Advertising, Corporate Communications, Sales, Distribution, Production and so forth. It requires a vastly different approach where the various key areas have to close the loop with each other, ensure the activities have a multiplier effect to reach out wider and where conversions becomes the key determinant that drives results to the bottom line.

This course will give participants a comprehensive and practical framework to develop effective market development strategies, build the right marketing platforms, processes and programmes to get better results.

Course Outline:

- Fundamentals of building Brand Equity
- Elevating Corporate Communications to Public Relations Marketing
- Advertising that makes sense & cost effective
- Sales effectiveness that influences and converts
- Distribution effectiveness vs. commoditization
- Building and leveraging the right media platforms & channels
- Market Development Execution – bringing it all together in a closed loop

Who Can Benefit?

Senior Marketing, PR & Sales practitioners, managers and executives who want to gain a better knowledge of developing long term strategies that work, customizing the proprietary Effective Market Development framework for their companies, and helping to initiate programmes and processes that will drive longer term business growth and customer conversions.

Trainer's Profile

Gerry Oh is the Regional Vice President - South East Asia & Australasia for Jet Airways (India) Limited, recently voted by CondeNast Travel readers as one of the top three airlines in the world.

Prior to joining Jet Airways, he held the position of Senior Vice President for Global Sales & Marketing of the London listed Millennium & Copthorne Hotels plc (M&C) from 2004 -2007. Before M&C, Gerry spent over 25 years with Singapore Airlines in various roles ranging from negotiating the airline's entry into Star Alliance, leading worldwide Marketing Communications, Market Development and Global Sales & Distribution. He also spent several years in the field as Country Manager/State Manager in USA, Europe, South Asia and Australia, looking after sales, marketing, operations and human resources.

His ideas and initiatives have won many industry awards e.g. the Singapore Airlines Boarding Pass Privileges programme won the Pacific Area Travel Association Gold Award for outstanding marketing innovation. At Millennium & Copthorne Hotels, the brand campaign was among the top three finalists which included Mercedes Benz and Singapore Tourism Board. With Jet Airways, his concept of the grassroots online voting arts competition www.jet4arts.com, saw 3.9 million hits and over 2.1 million page views in just under two months.

He has spoken at several leading seminars on marketing, branding, leadership and tourism. He is a board member of the Hospitality Sales & Marketing Association International, Asia Pacific. He also served as a member of the Singapore Tourism Council including the marketing advisory boards of the Australian Tourism Commission and the NTU-Cornell MBA programme. He is also a founder member of TeachMe LLP a consultancy specialising in strategic market development and training.

Date: 24 Aug 2009

16 Nov 2009

Time: 9.00am – 5.00pm

Venue: Anson Centre, 51 Anson Road #03-53

Course Fee:

- S\$480.00
- Excludes GST
- Lunch and refreshments will be provided
- MIS Members enjoy 15% discount

FOR COURSE ENQUIRY

Web:
www.mis.org.sg/seminars

Email:
seminars@mis.org.sg

Tel:
6327 7586

Fax:
6327 9741

REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

Effective Market Development

24 August 2009 16 November 2009 (9.00am to 5.00pm)
S\$480 (subject to 7% GST) Includes lunch and refreshments

Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
4)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:	Designation:		
Tel:	E-mail:		
How did you know about this course? (You may tick more than one)	<input type="checkbox"/> Brochure <input type="checkbox"/> Search Engines <input type="checkbox"/> MIS Website/i-marketer Portal <input type="checkbox"/> Events/Activities <input type="checkbox"/> Print Ads (pls specify publication): _____ <input type="checkbox"/> E-mail Flyer (pls specify sender): _____ <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____		

Administrative Details

Registration & Payment

A place will be reserved for you upon receipt of your registration. After which an email confirming your reservation will be sent 2 weeks before course commences. Please make your payment either by Cheque or Giro (within 60 days from course date) when you receive our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore Training Centre" with the invoice no. indicated at the back of the cheque. GST is not applicable for registration from companies registered overseas.

MIS Member Discount

Corporate and Individual Members of the Marketing Institute will be entitled to a 15% discount on all Executive Development Programmes. For membership enquiries, please email: membership@mis.org.sg.

Group Discount

A 5% discount for sending a group of 3 or more participants to the same course on the same date.

Custom-Design Courses

Courses can also be custom-designed to match your department or organisation's specific learning requirements. Please contact us for further enquiries. Email: seminars@mis.org.sg or call 6327 7583/582/586.

Withdrawals

There will be no cancellation fee if notice of withdrawal is given 14 days before commencement of course, after which a cancellation fee of 25% of the course fee will be levied. The full fee will be charged for withdrawal or no-show on the course commencement date. Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore Training Centre reserves the right to change or cancel the training course due to unforeseen circumstances.

Course Venue

All courses will be held at MIS City Campus, Anson Centre, 51 Anson Road #03-53 Singapore 079904 unless otherwise stated.

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www.mis.org.sg/seminars

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