



MARKETING
INSTITUTE OF
SINGAPORE

EVENT MANAGEMENT

Date:
19–20 Mar 2012
25–26 Jun 2012

Course Fees:
S\$680.00

MIS MEMBER:
20% OFF

For Course Enquiries
Web:
www.mis.org.sg/seminars
Email:
seminars@mis.org.sg
Tel:
6327 7586 / 583/ 582
Fax:
6327 9741

51 Anson Road #03-53
Anson Centre (S)079904

Events Marketing Essentials – *Enhance Your Marketing Skill*

Why You Should Attend This Course:

Data shows decision-makers are turning to event marketing to drive purchase behaviour and deepen engagement in the face of an intensifying worldwide financial crisis.

The future of advertising will be on the internet, which can offer visual and audio stimulation, but can't replace face-to-face communication. Businesses are realising that events are vital in creating a complete brand experience. Online communities are being formed, and there is demand for events that cater for these new groups.

Take advantage of this powerful tool in the business-to-business marketing: event marketing. Whether it's online or onsite, you will have exclusive access to customers and prospects, and you can really get down to delivering your message in a way that cuts through the clutter.

Learning Outcome:

This course will guide you through how companies can complement or supplement conventional marketing campaigns with the elements of Events to achieve optimal mix. Events have the power and potential to take relationship marketing a notch higher by involving customers, business partners and other stakeholders – including employees – in educational, entertaining and memorable activities. From seminars, product launches and road shows to exhibitions, incentive travel, sports and entertainment – events not only best drive ROI, accelerate and deepen brand relationships, it also presents a host of business opportunities.

Course Outline:

- Use events to reach, motivate and cultivate customers
- How to fit events marketing in the overall promotional mix
- Variety is the spice of life – events for different purposes and audiences
- Create experiences to excite, inspire or impress target audiences – internal and external
- Staging and special effects – Are they worth the effort and expense?
- Managing Event Costs – Smart Budgeting to Deliver Results
- Corporate meetings and conferences need not be a chore, or a bore
- Make education rewarding – how to run better seminars and product launches
- Get better results from exhibitions and road shows
- Online Media – New Wave of Event Marketing
- Mix and match communication channels and media to get optimum results
- Measuring Events in the Marketing Mix

Who Can Benefit?

Executives whose portfolio includes B2B and B2C promotions, and enhancing the marketing mix. The course introduces participants to using events as a promotional tool, whether handled in-house or outsourced.

Trainer's Profile:

Sandy Cheung is currently Senior Product Manager for CCH South East Asia, a leading information provider globally. She has joined them in 2001 to setup and manage its Events operations in Asia. Over the years, her role has expanded to include marketing & communication, business development and product management.

Sandy has over 15 years of working experience in event management, exhibition and sponsorship, sales & marketing, business development, product management and corporate training. She is highly experienced in training participants interested in events-related subjects.

She has conducted several events-related courses for a wide range of clients across various industries and has worked closely with many in delivering in-house customised courses.

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!

Events Marketing Essentials – Enhance Your Marketing Skill

19–20 Mar 2012 25–26 Jun 2012 (9.00am to 5.00pm)

S\$680 (subject to 7% GST)

Includes lunch & refreshments

*Approved for SDF funding

Please indicate if you wish to apply Yes No

Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
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"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____	

Administrative Details

Registration

Register Online @ www.mis.org.sg/seminars

The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount

Corporate and Individual Members of MIS are entitled to 20% discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount

Companies are entitled to 5% discount for sending 3 or more participants to the same course on the same date.

Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit www.skillsconnect.gov.sg.
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

Cancellation

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

Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call 6327 7586 / 583 / 582.

FOR COURSE ENQUIRIES

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