



MARKETING
INSTITUTE OF
SINGAPORE

EVENT MANAGEMENT

Date:

30 Mar 2012
29 Jun 2012

Course Fees:

S\$420.00

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

Exhibition Marketing – Strategies to Yield More Leads and Sales Onsite

Why You Should Attend This Course:

An exhibition is perhaps the most powerful environment for meeting your market face-to-face. It's an expensive business – so you need to be sure that you are extracting maximum value. What's the point, if you don't really know what you want to achieve? Do you have measurable objectives and the means to measure them? Does spending more guarantee better results?

By sharpening your attendance objectives and evaluating their overall performance, your organisation will be represented at exhibitions closely aligned to your marketing strategy and communication mix. You will be able to introduce new and refreshing simple techniques, ideas and concepts that can be adopted to consistently achieve results.

Learning Outcome:

This course will enable you to get the best from exhibitions through a step-by-step process covering selection, objective-setting, delivery, and basic evaluation. It will equip you to think creatively about your activities within a disciplined framework, and optimise the impact of your presence.

Course Outline:

- Plan your approach more effectively by identifying, qualifying and selecting the right exhibitions for your company
- Prepare in advance by clarifying real exhibition objectives and establishing appropriate checklists and timetables
- Present a stand by confirming the principles and concepts of venue and stand hall layouts
- Promote attendance by identifying tactics and ideas designed to increase stand visitor numbers
- Sell at exhibitions by understanding the basics of selling on an exhibition stand
- Follow up exhibitions more effectively by adopting a proven method to qualify, prioritise, chase and manage leads, and evaluate their overall company performance

Who Can Benefit?

This course is suitable for first-time exhibitions and managers with some experience. Marketing and event administrators/managers will find this course useful.

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!

Exhibition Marketing – Strategies to Yield More Leads and Sales Onsite
 30 Mar 2012 29 Jun 2012 (9.00am to 5.00pm)
S\$420 (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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