Managing Corporate Social Responsibilities (CSR) Effectively

MARKETING INSTITUTE OF SINGAPORE

COMMUNICATIONS

Why You Should Attend This Course:

Today businesses are more socially conscious and oriented towards conducting their business in an ethical manner. Good business practices that are ethical and socially conscious become corporate values. Many companies understand the need to be a community player and contribute to development. Few do it well.

But it can be done with more emphasis placed on corporate values, appropriate marketing and communication strategies to build up CSR and so enhance the bottom line for the company. This course is aimed at developing CSR strategies and marketing them to benefit the company and the community.

Learning Outcome:

- Develop a conceptual understanding to Corporate Social Responsibility
- Develop strategic plans on CSR
- Identify CSR programmes of value to the business
- Develop marketing and communication strategies on CSR to meet bottom lines or enhance profits
- Operationalising CSR

Course Outline:

1. What is CSR?
2. Relevance of CSR in the Corporate World
3. Finding the Nexus – Planning CSR for the Business Sector
4. Programmes and Bottom Lines
5. Marketing Tools
6. Communication Tools
7. Best Practices in CSR
8. Evaluating CSR

Who Can Benefit?

This course will benefit staff at the management level who need to develop CSR practices, develop communication and marketing plans around CSR and who need to outline the role of CSR within the organisation.

Trainer's Profile:

Braema Mathi has over 15 years of experience dealing with media strategies for the non-profit sector. She has done research on the impact of media, been a journalist and worked in corporate communications, heading a department to build it up. One of her research areas is on multiculturalism within the American community.

As an active volunteer with a few organisations, Braema has drawn up media plans, organised events, managed the internal communications and newsletters. As a journalist she has worked with the non-profit sector to raise awareness to the work and issues whilst working with the VWO to protect clients. As head of corporate communications in a hospital, she helped to brand the hospital with the help of the media. During the SARS crisis the daily updates as part of internal communications helped the staff to remain cohesive and focused during the crisis.

She has conducted organisation development workshops in Malaysia and Singapore. She is a regular speaker at seminars and conferences. Braema has worked as a teacher, a journalist, a researcher and is now a consultant, focusing on the non-profit sector. She is conducting training for staff, carrying out research and framing strategies for organisational and programme development.

Date:
13–14 Mar 2012
22–23 May 2012

Course Fees:
S$780.00

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

REGISTRATION FORM

MARKETING INSTITUTE OF SINGAPORE

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!

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❑ 13–14 Mar 2012 ❑ 22–23 May 2012 (9.00am to 5.00pm)

S$780 (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:			
❑ Member (MIS Membership No):		❑ Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	

How did you know about this course? (You may tick more than one)

❑ e-Newsletter (pls specify sender): _____ ❑ Print ad (pls specify publication): _____

❑ Received brochure through direct mail ❑ Received brochure at event (pls specify): _____

❑ Search engines (pls specify): _____ ❑ MIS website ❑ i-Marketer portal

❑ Word-of-Mouth/Recommendation (pls specify): _____ ❑ 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.

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