

Register 3 or more participants and enjoy 5% discount

Why You Should Attend This Course:

Traditionally, marketers have always focused on measures of success such as improving sales and profits. However, the challenges of measuring the actual sales driven by specific advertising and brand-marketing expenditures causes the shift towards measurement criteria, such as awareness, perception, and purchase intention to the forefront.

Today, the trend is shifting toward greater accountability and stronger measurements for marketing driven by pressures of financial managers looking more closely at how marketing budgets are being allocated. The champions for increased attention on marketing ROI have always been the senior managers who are analytical by nature, regardless of their job titles.

The best-practice companies have gained a competitive advantage and increased profitability through the application of ROI measurements and modeling. These benchmark companies are now able to quickly compare and prioritise alternative marketing options, more easily make informed decisions, and effectively spread learning companywide from the common framework that exists. Increasingly, the use of marketing ROI is only going to result in increased profits if the calculations are done properly. This could only be achieved through a thorough understanding of the mechanics of marketing metrics, modeling and effective use of quantitative tools such as spreadsheets.

This course will enable marketers to use Excel effectively. From an understanding of relative and absolute cell addressing at the beginner level to working with goal seeking, scenarios and automated macros at the advanced level, marketers will develop skills that will enable them to construct robust, easily adjustable spreadsheets quickly. The course is set within a marketing context, addressing the diverse needs of marketers for business analysis and reporting.

You should attend this course because it enables you to learn how to apply Excel to marketing concepts and to construct more sophisticated and useful marketing models incorporating what-if, probabilistic, sensitivity and scenario analysis to produce to support business cases.

Learning Outcome:

At the end of this course, YOU will learn the following:

- Budgeting and analysing variances
- Application of marketing metrics form margins & profits, pricing, advertising, etc using Marketing Metrics & Analysis Toolpak
- Forecasting outcomes using several "what if" probabilities
- Building effective marketing models & marketing performance dashboards
- Importing from/Exporting to Word and Powerpoint
- Quick graphing and illustration of data for board meetings

* This is a two-day intensive hands-on workshop. Participants will have to bring their own notebooks with Excel 2003 and above fully installed, including Analysis Toolpak and Solver for this workshop.

Course Outline:

Marketing ROI Overview

- The Next Wave for CRM
- Understanding the Key Challenges

Getting the ROI Basics

- Concept of ROI
- Key Financial Concepts
- Defining Incremental Value
- Point-of-Decision Perspective

Measuring Return on Investment

- Calculating the Return
- Calculating the Investment
- Lifetime Value vs. ROI

Profit dynamics and key principles

- Demonstrating marketing payback
- Ways of improving marketing profitability
- Marketing metrics
- Tracking trends and forecasting futures

Financial planning & control

- Building marketing models
- Building marketing budgets
- Sales volume, profitability and costs analysis
- Tracking marketing activities and costs

FOR LEARNING AND DEVELOPMENT CONSULTANCY AND PROGRAMME SERVICE ENQUIRIES:

Web: www.mis.org.sg

Email: seminars@mis.org.sg

Tel: 6327 7580/81/82/86

Fax: 6327 9741

- Variance analysis

Who Can Benefit?

- Product, category, sector and marketing managers
- Marketing budget holders
- Sales managers marketing staff with the responsibility for producing forecasts, analysing results, producing expenditure, etc.
- Any executive responsible for building Excel models for decision-making and performance monitoring

Trainer's Profile

Lim Thou Tin is a business graduate with the National University of Singapore. He holds double masters in information systems and knowledge management with further postgraduate qualifications in systems analysis, intelligent systems, marketing, management consulting and training. He is also a fellow of the American Academy of Financial

Management and a certified ITIL/BS7799 lead auditor.

His work experience includes working in large Singapore companies to MNCs in senior corporate, IT and project management positions. As a management consultant and practitioner, he has facilitated organisational initiatives/projects over a span of more than 15 years in the region, including Australia, Singapore, Malaysia, Mauritius, India, Indonesia and Thailand.

He has also served in positions such as corporate advisor, chief information officer and chief operating officer in start-up companies in Singapore. His area of involvement includes helping organisations to plan their corporate IT to building and management of their decision support systems, corporate knowledge and e-commerce portals. His consulting work includes working with both the financial and services industries to help them to develop corporate, financial and knowledge models to address their decision-making needs.

Date: 2 & 3 Oct 2008

18 & 19 Dec 2008

Time: 9.00am – 5.00pm

Venue: 99B Amoy Street

Course Fee:

- S\$680.00
- Excludes GST
- Lunch and refreshments will be provided
- MIS Members enjoy 10% discount

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REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

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

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

Marketing ROI

2 & 3 October 2008 18 & 19 December 2008 9.00am to 5.00pm each day
S\$680 (subject to prevailing GST charges) Includes lunch and refreshments

Participant(s) Name	Designation	E-mail	Contact No.	Fee
1)				
2)				
3)				
4)				
5)				
Sub-Total				
GST				
Total Amount Payable (including GST)				
Company:				
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member		
Address:				
Contact Person:	Designation:			
Tel:	Fax:			
E-mail:				

Administrative Details

Registration & Payment

A place will be reserved for you upon receipt of your registration. A confirmation will be sent to you via email 2 weeks before course commencement. Please send your payment to us 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.

Marketing Institute Members' Discount

Corporate and Individual Members of the Marketing Institute will be entitled to a 10% discount on all Executive Development Programmes. For membership enquiries, please email: membership@mis.org.sg

Group Discount

Companies will be entitled to a 5% discount for sending a group of 3 or more participants to the same course on the same date.

Course Venue

All public learning courses will be held at 99B Amoy Street, Singapore 069919 unless otherwise stated.

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.

Custom-Design Training Courses

Courses can also be custom-designed to match your department or organisation's specific training requirements. Please contact us for further enquiries. Email: seminars@mis.org.sg or call 6327 7582/83.

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