

### Why You Should Attend This Course:

Does conventional advertising still produce results? How can you get better response to your marketing messages? Finding and using the five promotional tools to good effect requires a good understanding of what customers want from your product or service and then communicating those benefits or distinct attributes you offer. Cut through the clutter by developing well-planned and well-timed communication strategies and clear, consistent messages.

Increasingly, companies are looking for solid results — not just creative awards. Examples of effective strategic and tactical communications will be discussed during the course and participants will try planning, designing and crafting new ways to position and promote their brands.

Participants should bring samples of their advertisements, sales collaterals and publicity materials for class discussion and experimentation with different approaches. Competitors' literature may be analysed too, to see what works and what doesn't — and why.

In this junior to mid-level workshop, participants will discuss how to plan and make better use of promotional tools such as advertising, direct marketing and public relations to produce more relevant and effective communications with various target audiences — consumer, business or trade. Both strategic and tactical communications will be explored, including "new media" and PR opportunities.

### Learning Outcome:

At the end of this course, YOU will be able to achieve the following:

- Understand what is marketing communications and the factors that affect the promotional mix
- Evaluate options and design both strategic and tactical communications
- Choose between conventional advertising and new media, and know how to get the best of both worlds through a "marketing PR" approach
- Design direct marketing campaigns for business, trade and consumers
- Maximise public relations opportunities, develop and leverage media relations

### Course Outline:

- What are your marketing and communication objectives?
- The difference between corporate communications and marketing communications
- The "problem" with conventional advertising
- Different strokes for different folks — When and how to use different types of advertising
- Sales promotion — short-term tactics, but not ad hoc "selling"
- Direct mail, database marketing and direct marketing are not "one and the same thing"!
- Interactive marketing — the power of word-of-mouth
- Public relations — the cost-effective yet underutilised tool
- Why do marketers shy away from the media? Tips on how to work with the media, from a media professional

- New media — blogs and cogs in the marcoms machinery
- Practical exercises to plan, design and develop new communication platforms, strategies and messages

### Who Can Benefit?

- Junior Managers, Executives and Administrators assigned a Marketing Communications/PR portfolio along with other sales or job responsibilities.
- Anyone seeking better results from in-house marcoms or appointed agencies.

### Trainer's Profile

**Gerardine Donough-Tan** has more than 25 years' experience in the travel and tourism and media industries. She held senior positions in Singapore Airlines (including Advertising & Promotions Manager, Head Incentive Travel and Editor), Tradewinds Tours & Travel and TTG Asia Media.

Currently, she has a dual portfolio. As an associate lecturer/trainer with the Marketing Institute of Singapore, Curtin University and James Cook University (Singapore), she teaches various subjects such as marketing communications, international marketing, MICE (meetings, incentives, conventions and exhibitions) and PR. She also consults in these areas.

In addition, Gerardine is a freelance writer and editor for trade and consumer publications. As managing editor, she helped the *Singapore Can-Lah!* public-private sector international communication initiative during the SARS epidemic clinch the PATA 2004 Gold Award for e-newsletter. She thus presents various perspectives in training — client, organiser and media.

Besides having a BA (Hons) from the University of Singapore and Master of Strategic Marketing degree from the University of Wollongong, Australia, Gerardine also holds Certified Professional Marketer (CPM) Asia-Pacific accreditation from the Asia-Pacific Marketing Federation. Her other qualifications include Professional Diploma in Marketing (MIS - NUS Extension), Certified Trainer/Consultant in Supervisory Skills (CRM/McGraw-Hill, USA) and Public Relations (CAM Foundation, UK).

**Date: 6 & 7 Jul 2009**

**29 & 30 Sep 2009**

**Time: 9.00am – 5.00pm**

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

**Course Fee:**

- S\$680.00
- Excludes GST
- Lunch and refreshments will be provided
- MIS Members enjoy 15% discount

## FOR COURSE ENQUIRY

Web:  
[www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

Email:  
[seminars@mis.org.sg](mailto:seminars@mis.org.sg)

Tel:  
**6327 7586**

Fax:  
**6327 9741**

# REGISTRATION FORM



## EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars) or fax form to 6327 9741

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

<b>Maximise Your Marketing Communications</b> <input type="checkbox"/> 6 & 7 Jul 2009 <input type="checkbox"/> 29 & 30 Sep 2009 (9.00am to 5.00pm) S\$680 (subject to 7% GST)      Includes lunch and refreshments		<b>*Approved for SDF funding (for SMEs only)</b> Please indicate if you wish to apply <input type="checkbox"/> Yes <input type="checkbox"/> No	
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](mailto: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](mailto:seminars@mis.org.sg) or call 6327 7583/582/586.

#### SDF Application

SDF application must be sent in **2 DAYS BEFORE** commencement of the course, to do so, companies have to register online with SDF at [www.sdf.gov.sg](http://www.sdf.gov.sg) before the start of the course.

Please indicate on this application form if you are going to apply for SDF so as to facilitate the administrative details for registration. In the event that application for SDF is not approved, the company will be liable to pay MISTC the balance amount of the course.

#### 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.

## FOR COURSE ENQUIRY

Web:  
[www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

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