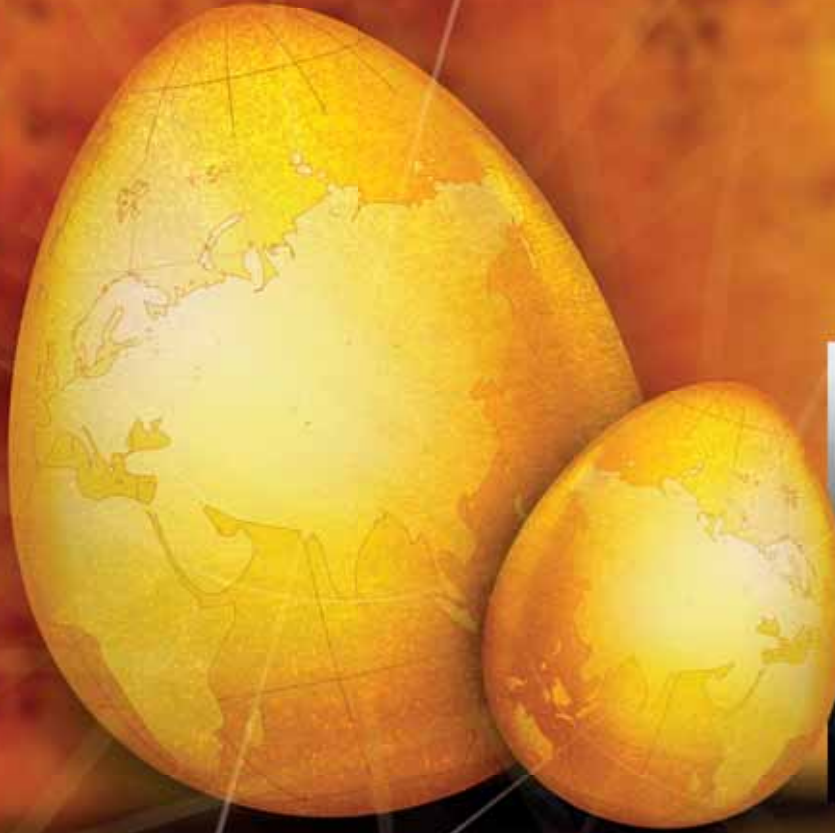


Dynamics of the DEVELOPING WORLD



13 OCTOBER 2010, WED

6.30PM – 9.00PM

MIS EXECUTIVE CLUB

(51 Anson Road #03-53 Anson Centre S079904)

MIS MEMBER – \$20

MIS PARTNER – \$30

NON MEMBER – \$35

MIS STUDENT –

COMPLIMENTARY

In a world that is changing at a swift and furious pace, traditional knowledge is fast losing its value. As our world stands on the brink of an idea explosion, it is our ability to absorb new knowledge and come up with new ideas - and to make them come true - that is ever-increasingly important.

Fredrik Haren has spent the last 3 years interviewing more than 200 people in 20 countries (from China and South Korea to Turkey and South Africa) about this change and what changes people have to do to be able

to handle it. The result of his research is his latest book: *The Developing World*. He will cover areas such as:

- What will this rapid change lead to?
- What problems do today's organisations face when it comes to adapting to the speed of change?
- What can we learn from the people who are best at adapting to change?
- What are the advantages of living in a Developing Country when it comes to adapting to this change, and what can the Developed World learn?

ABOUT FREDIK HAREN

Fredrik Haren is a Swedish entrepreneur, publisher and author who now lives in Singapore. He is the founder of a creativity company called *interesting.org*, and has been invited to speak on creativity in over 1000 sessions to people in more than 30 countries. He was awarded "Speaker of the Year" in Sweden 2007, and was selected as one of "Sweden's 100 most inspiring persons" by the magazine "Leva" in 2008. In 2009 he was selected one of "10 Sweden's most sought after business-to-business speakers".



PROGRAMME HIGHLIGHTS | 6.30 – 7.30PM REGISTRATION & NETWORKING (LIGHT DINNER WILL BE PROVIDED) | 7.30 – 8.30PM PRESENTATION TALK | 8.30 – 9.00PM Q&A SESSION

Registration Form

Marketing Guru Talk

Registration Fees:

MIS Member : **S\$20** Non member : **S\$35**
MIS Partner : **\$30** MIS Student: Complimentary
(Light dinner will be provided)



MARKETING
INSTITUTE OF
SINGAPORE

Event: Dynamics of the Developing World by Fredrik Haren – 13 October 2010

Participant(s) Information

Name of Delegates/NRIC	Designation	Email:	Contact No:
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____

MIS Corporate Member No: _____

MIS Membership No: _____ MIS Student Non Member

Address : _____
_____ Postal Code _____

Company: _____

Contact Person: _____

Contact No: _____ (O) _____ (HP)

You may submit your registration form via fax: 6327 9741, email: membership@mis.org.sg

Or post it to: 51 Anson Road, #03-53 Anson Centre, Singapore 079904 (**Attn: Wendy Ching**)

For more information, you may contact: Huling/Wendy/Ariane @ 6327 7593/ 592/ 591

Method of Payment

Total Amount Payable: \$ _____ (**Please make payment before the event**)

Cheque No: _____ Bank Name: _____

(Payable to **Marketing Institute of Singapore**)

Kindly indicate your **Name**, Membership No (if any), Contact Number and Event Title behind the cheque.

Credit Card : AMEX MasterCard VISA

Cardholder's Name: _____

Issuing Bank : _____

Card No: _____ CVV No: _____

Expiry Date : _____ (MM/YY)

Signature : _____

Official Use:

Receipt No: _____ Acknowledgement Sent: _____