



EFFECTIVE SOCIAL MEDIA AND DIGITAL MARKETING

- 19 OCTOBER 2010 TUESDAY
- 6.30PM - 9.00PM
- MIS EXECUTIVE CLUB
(51 ANSON ROAD, #03-53 ANSON CENTRE, SINGAPORE 079904)
- MIS MEMBER - \$20
NON MEMBER - \$35
MIS PARTNER - \$30
MIS STUDENT - COMPLIMENTARY

There is a saying "Brand is vanity, sales is sanity & cash is reality". Companies need be able to generate sales, ensure cash flow while branding themselves at the same time. Lacking any of the three core components usually means a short-lived company. Digital marketing leveled the marketing playing field so that it is no longer the exclusive domain of companies with big marketing budgets. Rather, companies with nimble and adaptable digital marketing strategies will not only survive, but thrive.

During this presentation, Ryan Lim, Business Director of Blugrapes, will outline an approach to effective digital marketing while on a "shoe-string" budget. He will share on how to leverage on the power of digital marketing platforms such as:

- **Social Media Marketing (Facebook, LinkedIn, etc)**
- **Search Engine Marketing (Google)**
- **Mobile Marketing**

ABOUT THE SPEAKER

RYAN LIM, BUSINESS DIRECTOR, BLUGRAPES

Ryan Lim is the founder and Business Director of Blugrapes. Blugrapes is a performance driven marketing company based in Singapore providing Facebook marketing, mobile marketing, media tracking and integrated digital marketing solutions across ASEAN. He joined the company in 2008 and has grown the company to provide Facebook and marketing solutions for leading Fortune 500 companies.

Prior to founding Blugrapes, Ryan was Regional Marketing Manager at Lenovo and Microsoft initiating many breakthrough digital marketing

campaigns. Ryan's job history also includes three years as APAC Product Manager with Nokia. His expertise in mobile technology was nurtured here whilst managing applications and services.

Ryan is also a passionate entrepreneur. He founded and managed Singapore's largest gaming portal known as Khabal Gaming shortly after graduation. An NUS graduate, with a BEng in Electrical Engineering, Ryan is also a husband and proud father to two young daughters.



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



MARKETING
INSTITUTE OF
SINGAPORE

Event: Effective Social Media & Digital Marketing by Ryan Lim on 19 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: _____