

HOW BRANDS GROW



**8 September 2010,
Wednesday**

6.30 – 9.00pm

MIS Executive Club

(51 Anson Road, #03-53 Anson Centre, Singapore 079904)

MIS & UniSA Members – \$20

Non Member – \$35

MIS Student – Complimentary

How scientific discoveries are changing marketing within the world's leading companies. Professor Sharp's presentation "How Brands Grow" will draw on years of research and marketing knowledge to answer important questions and dispel common misconceptions about brand growth, competition, loyalty, advertising and price promotions.

Byron leads a team of marketing scientists at the Ehrenberg-Bass Institute to discover and disseminate scientific marketing knowledge to explain and predict buyer behaviour and brand performance.

About the Speaker



Professor Byron Sharp is the Director of the Ehrenberg-Bass Institute for Marketing Science at the University of South Australia. The Institute's fundamental research is used and financially supported by many of the world's leading corporations including Coca-Cola, Kraft, Kellogg's, British Airways, Procter & Gamble, Nielsen, TNS, Turner Broadcasting, Network Ten, Mars and many others. Dr Sharp has published over 100 academic papers and is on the editorial board of five journals. He recently co-hosted a conference at the Wharton Business School on laws of advertising and with Professor Jerry Wind is editing a special issue of the Journal of Advertising Research on the topic. His recently completed book "How Brands Grow: What Marketers Don't Know" was published early 2010.

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

Co-organised by:

MIS
MARKETING
INSTITUTE OF
SINGAPORE
**The National
Body for Sales
and Marketing**


University of
South Australia

Ehrenberg-Bass
Institute for Marketing Science

RSVP
7 Sep 2010

EMAIL
membership@mis.org.sg

TEL
6327 7593/592/591

WEBSITE
www.i-marketer.org/happen

Seats available on a first-come, first-served basis. Payment must be received prior to confirmation of your seat.
Please make your cheque payable to "Marketing Institute of Singapore".

Registration Form

Marketing Guru Talk

Registration Fees:

MIS Member : **S\$20** Non member : **S\$35**

MIS Student: Complimentary

(Light dinner will be provided)



MARKETING
INSTITUTE OF
SINGAPORE

Event: How Brands Grow by Byron Sharp – 8 September 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: _____