

# Personal Branding is not Just for Celebrities

All of us are brands. The question is do we know who we want to be and how will we get there? This talk will explore the parallels of marketing products and branding yourself. Personal branding will clarify your goals, increase your confidence and enhance your communication style and much more.

Complimentary  
for MIS Students

**Date** : 23 September 2010  
**Time** : 4.30pm – 6.00pm  
**Venue** : MIS Lecture Theater  
 (10 Raeburn Park, Block C, #01-33 S088702)  
**Fees** : MIS Member - \$20  
 Non Member - \$35

## About the Speaker



Christina Teo has enjoyed 22 years of management experience in multinationals such as IBM, Yahoo!, Acer, O2 and other well-known corporations, covering and living in Asian and European markets. Her successes include being a first marketing executive at the international operations of Acer, running a European marketing operation based in Paris at the age of 27, being a country manager in a foreign market at age 29, the first General Manager of Yahoo! Singapore and pioneered the O2 brand in Asia launching the first Windows-based PDA phone. Christina developed her techniques for personal success at work and at home, in the course of evolving her career from IT to dotcom to mobile industries.

PROGRAMME HIGHLIGHTS | 4.00 – 4.30PM REGISTRATION & NETWORKING | 4.30 – 5.30PM PRESENTATION TALK | 5.30 – 6.00PM Q&A SESSION

# Registration Form

## Marketing Guru Talk

### Registration Fees:

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



MARKETING  
INSTITUTE OF  
SINGAPORE

**Event:** Personal Branding is Not Just for Celebrities by Christina Teo – 23 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](mailto: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: \_\_\_\_\_