

USING ANALYTICS FOR SMARTER BUSINESS DECISIONS



According to a recent Forbes report, 89% of business leaders believe analytics will revolutionise business operations. Analytics not only provides marketers with valuable insights but also serves as the driving force behind the effectiveness of digital marketing.

Understanding your customers' behaviour and preference helps you drive targeted messages across different digital and social platforms, allowing you to communicate with them more effectively.

In collaboration with the Marketing Institute of Singapore (MIS), Singtel invites you to a complimentary workshop on Digital Marketing analytics and WiFi analytics (worth \$1,200). Learn how to increase your digital presence and give your business a sharper competitive edge.



KEY TAKEAWAYS

- Learn how analytics enables you to gain insights on your customers so as to develop effective marketing strategies
- Understand how to put together an effective web measurement programme to define and improve marketing ROI
- Acquire skills to better market your products or services to your target audience using the right tools and platforms

**FREE
ADMISSION**

DATE

Tuesday, 27 Oct 2015
1.30pm – 4.30pm

VENUE

i.cube
Level 4, Pickering Operations Complex (POC),
20 Pickering Street
Singapore 048658

PROGRAMME

- 1.30pm Registration
- 2.00pm Welcome Remark by Singtel & Marketing Institute of Singapore
- 2.10pm Digital Marketing Measurement & Analytics
Ivan Wong, Digital Consultant, QCG
- 3.00pm Understanding Your Customers Footprint to Increase Customer Retention
Janice Ong, Managed Network Services, Singtel
- 4.00pm Networking
- 4.30pm Close

ORGANISED BY:



The National
Body for Sales
and Marketing



Registration for
27 October 2015



Registration Fees:

MIS Member: **Complimentary**
Non-Member: **\$45**
(Light refreshments will be provided)



Event: Using Analytics for Smarter Business Decisions – A MIS-Singtel Joint Seminar

Participant(s) Information

Name	Designation	Email	Contact No.

MIS Corporate Membership No.: _____

MIS Individual Membership No.: _____

MIS Student Non Member

Address: _____ Postal Code: _____

Organisation: _____

Contact Person: _____ Contact Email: _____

Contact No.: _____ (O) _____ (HP)

You may submit your registration form via fax: 6327 9741 or email: events@mis.org.sg
Or post it to: 51 Anson Road #03-53 Anson Centre Singapore 079904 (Attn: Membership Department)
For more information, please call 6327 7581.

Method of Payment

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

Cheque No: _____ Bank Name: _____

Made payable to **Marketing Institute of Singapore**
Please indicate your **Name**, Membership No (if any), Contact Number and Event Title behind the cheque.

Credit Card: AMEX MasterCard VISA

Cardholder's Name: _____ Postal Code: _____

Issuing Bank: _____ CVV No.: _____

Card No: _____ Contact Email: _____

Expiry Date: _____ (MM/YY)

Signature _____

Official Use:

Receipt No: _____ Acknowledgement Sent: _____