



**20 AUGUST 2015 (THU)**  
**6.30PM-9.00PM**  
**MIS EXECUTIVE LOUNGE**  
 410 North Bridge Road, Lvl 1, S188726  
**MIS STUDENT: COMPLIMENTARY**  
**MIS MEMBER: \$20**  
**NON-MEMBER: \$35**  
**PUBLIC TERTIARY INSTITUTION**  
**STUDENT\*: \$10**

\*This includes all students from NUS, NTU, SMU, NYP, NP, SP, TP and RP only.

# BRIDGING THE DIGITAL DIVIDE BETWEEN ONLINE MARKETING AND INBOUND CALLS

It's been proven time and time again that inbound phone calls are the most valuable lead type, so valuable in fact that marketers are heralding calls as new leads.

In fact, a staggering \$68 billion is spent by marketers each year on advertising with the intention of driving phone leads. Undoubtedly, this will increase with the explosion in mobile traffic and calls driven by mobile search, estimated to rise to \$65 billion by 2016.

In a world where it is a norm for people to research online, businesses need to be able to connect the various dots in a customer's journey and understand the search initiatives which prompted them to make the call. Call tracking allows businesses to track call-based revenue back to search ads and keywords, thus allowing marketers to optimise the ROI on their marketing activity



“ By 2018, **mobile search** alone will drive **73 billion calls** per year and, in the face of surging mobile usage, closing the data gap between online search and offline purchase and managing the influx of calls will become more important than ever. ”

## KEY HIGHLIGHTS

- 1 Learn how to track phone leads back to their source
- 2 Spend money on campaigns that work
- 3 Unlock the full power of multi-touch attribution
- 4 Have the power to discover your most effective webpages
- 5 Boost the performance of your sales consultants or call centre



## GUNTHER SCHERZ DIRECTOR, AVANSER



Gunther Scherz is the Director of AVANSER, the leading call tracking technology company in Asia Pacific. AVANSER has been awarded Google seal of approval and is now Asia Pacific's preferred and only official partner in the region for DoubleClick integration.

Over the last 18 years, he has built a successful career in strategy, marketing and sales management across a broad spectrum of businesses such as Taylor Nelson Sofres, Audi and Proton at the director level. He has also started many successful businesses and value how call tracking gives him visibility for his advertising dollars and helps improve operation efficiency.



# Registration For 20 August 2015



## Registration Fees:

MIS Member: **\$20** Non-Member: **\$35**  
 MIS Student: **Complimentary**  
 Public Tertiary Institution Student\*: **\$10**  
 (Light refreshments will be provided)



**Event:** Bridging the digital divide between Online Marketing and Inbound Calls

## Participant(s) Information

Name of Registrant	NRIC	Designation	Email	Contact No:

MIS Corporate Member 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, email: [events@mis.org.sg](mailto: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 7583

## 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: \_\_\_\_\_