

THE PROWESS OF ONLINE VIDEO



16 JAN 2014
6.30PM – 9.00PM
MIS EXECUTIVE LOUNGE

410 North Bridge Road, Level 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.

The Gangnam Style and Harlem Shake phenomenon started with a single video that people wanted their friends, family and distant acquaintances to share and enjoy!

Let's face it; most people would rather spend 3 minutes watching an interesting video than spend 3 minutes reading an article. Online video is the fastest way of shouting your message across. It is everywhere and adoption is growing faster than ever before. By 2014, online video is expected to account for 46% of consumer internet traffic & video streaming will consume 66% of global mobile data, overtaking web surfing and gaming traffic (CISCO VNL 2010).



KEY TAKE AWAY POINTS

- ▶ Key digital communications trends
- ▶ The prowess of video in your digital communication strategy
- ▶ How to develop and implement strategies to increase digital engagement and ROI from online channels



Tim Chatfield
CEO Asia & Global Head of Partnerships
Viocorp International Pty Ltd



Tim Chatfield is a savvy executive, entrepreneur, and a passionate advocate for digital technology. Tim has helped many high-profile organisations implement digital media communications solutions and online engagement strategies, including most major Australian banks, Commonwealth and state governments, and leading international telecommunications companies. His extensive work with Commonwealth governments has effected cultural change across government to increase adoption of digital communications and maximise engagement. Tim also leads the development of the company's channel partner program and exported this as well as Viocorp's technology solutions to Asia. Tim opened the company's first international office in Singapore, where he is now sharing his knowledge and experience in commercialising digital technologies, rapidly expanding the business throughout the region. Currently, SingTel and Viocorp are in a strategic partnership to deliver Media Delivery Platform, a video solution in the cloud.

PROGRAMME HIGHLIGHTS

6.30 – 7.15PM
REGISTRATION & NETWORKING
(Light dinner will be provided)

7.15 – 8.30PM
PRESENTATION TALK

8.30 – 9.00PM
QUESTIONS & ANSWERS

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 For Marketing Guru Talk 16 Jan 2014

Registration Fees:

MIS Member: \$20 Non-Member: \$35
 MIS Student: Complimentary
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 (Light dinner will be provided)



Event: The Prowess of Online Video

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: _____

Organization: _____

Contact Person: _____ Contact Email: _____

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

You may submit your registration form via fax: 6338 8695, email: events@mis.org.sg
 Or post it to: 410 North Bridge Road #06-00 Singapore 188726 (Attn: Membership Department)
 For more information, please call 6411 1630

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: _____

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