

Long Live E-mail Marketing!

E-Mail Marketing is Dead

22 AUGUST 2013 • 6.30PM - 9.00PM

MIS EXECUTIVE LOUNGE

410 North Bridge Road, Level 1, S188726

Fees: MIS Students - Complimentary

MIS Members - \$20 • Non-members - \$35

Public Tertiary Institution Student*: \$10

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

What does the future of email marketing look like? It is evident that email marketing isn't going anywhere, well, except to a landing page. Email is one of the primary uses of the smartphone and still remains among the most effective ways to deliver that message. If you want your marketing message read and acted upon by prospects and customers, not only should your emails look good on mobile, but the whole process behind it needs to be re-thought.

HIGHLIGHTS

This session will uncover some of the keys to New Email Marketing:

- Email regulations and opt-in procedures are helpful
- Important KPIs for measurement
- Testing is the key to success
- Individualised and personalised content instead of mass spamming
- Trends: mobile optimisation (responsive design), picture and video personalisation, closed loop marketing, customer life-cycle automation, multi-channel marketing
- Samples and Q&A

Founded in 1947, Schober Holding International operates in the fields of marketing, technology and e-commerce with subsidiaries in six European countries, serves customers in over 40 countries and has more than 300 employees throughout Europe. The holding's wholly-owned subsidiary Schober Information Group Deutschland ("Schober") is an industry leader for marketing consulting, analytics and reporting for personalised multi-channel marketing strategies.



Peter Rehnke

Head of E-Marketing International • Schober Holding Asia PTE Ltd, Singapore



With more than 19 years of marketing communications know how. Peter Rehnke has seen a lot of different sectors: movie industries, e-business software market leader "Intershop Communications", the world's largest distributor of IT products and AXA Insurances. Building up best-in-class e-mail marketing workflows, customer loyalty programs and multi-channel lead generation platforms are just a few of his skills and experiences.

Two years ago Peter Rehnke joined Schober Group Switzerland, the number one CRM database and e-marketing provider in Europe. Schober Group just expanded to APAC region a few months ago, with its HQ based in Singapore.



Registration For Marketing Guru Talk 22 August 2013

Registration Fees:

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

MIS Student: **Complimentary**

Public Tertiary Institution Student*: \$10

(Light dinner will be provided)



MARKETING
INSTITUTE OF
SINGAPORE

Event: Email Marketing is Dead – Long Live Email Marketing

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: 6338 8695, email: events@mis.org.sg

Or post it to: 410 North Bridge Road #06-00 Singapore 188726 (Attn: Marilyn Goh)

For more information, please call 6411 1630

Method of Payment

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

Cheque No: _____ Bank Name: _____

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