

HIT OR MISS AS AN EFFECTIVE MARKETER

MIS partners with Microsoft & SmsDome to give you a panoramic view on how Microsoft creates impactful and measurable marketing campaigns as well as how SmsDome creates effective demand through SMS Marketing!

PROGRAMME

- **Create Impactful Marketing at Microsoft**
Renzo Belardo, SMB Marketing Communications Manager, Microsoft Asia Pacific
- **Generate Effective Demand through SMS Marketing**
Ben Huang, Manager, SmsDome
- **New Way of Work at Microsoft Tour**

DATE : 22 Nov 2013, Friday

TIME : 9.00am - 1.00pm

VENUE : Microsoft Auditorium, Level 21,
One Marina Boulevard, S (018989)

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.

LIMITED
SEATS
AVAILABLE!

ADDITIONAL!

Microsoft New Way of Work Tour

Take this opportunity to tour around Microsoft's office and view first-hand how their employees embrace flexible work styles and work without any personal desk space, also known as 'Hot-desking'.



ABOUT RENZO BELARDO

SMB Marketing Communications Manager, Microsoft Asia Pacific

Renzo Belardo has been instrumental in developing effective integrated Marketing Communications campaigns for the Small and Mid-Sized Businesses segment in Asia Pacific, Microsoft.

ABOUT BEN HUANG

Manager, SmsDome

Ben Huang is a SMS-Media expert in the Singapore Market with more than 5 years of digital experience in the Singapore market. He has assisted many companies like Parkway Hospital Group & Starbucks in developing and deploying effective mobile marketing campaign and/or facilitate operational communication efficiently.

ABOUT MICROSOFT

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

ABOUT SMSDOME

SmsDome is the leading pioneer in the Mobile Marketing Solutions industry. Providing top-notch, round the clock service, SmsDome has assisted hundreds of both Singapore and International organizations in increasing their brand awareness and generating new leads & Sales.

CO-JOINT EVENT BY



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 22 November 2013

Registration Fees:

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



Event: Hit or Miss As An Effective Marketer

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: _____

Issuing Bank: _____ CVV No.: _____

Card No: _____ Contact Email: _____

Expiry Date: _____ (MM/YY)

Signature _____

Official Use:

Receipt No: _____ Acknowledgement Sent: _____