

Don't Just
Think Out
of the Box

BURN THE DAMN BOX!

SPH's creative approach to staying relevant

11 Dec 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.

Living amidst the new-world order of the now has sucked time out of us - time that we could have otherwise used for creative thinking. It is definitely harder to innovate, birth new ideas and communicate them effectively. But yet, innovation is categorically a mandate which we cannot shirk away from. This is especially true for a compelling media giant like SPH. The media landscape is constantly changing and ever challenging and SPH must continue to **inquire, imagine, invent** and **ideate**.

This session will shed light on how SPH explores and adopts some of the simplest creative thinking approaches to future-proofing its business.



GEOFF TAN

Senior Vice President & Head of Strategic Marketing
Singapore Press Holdings Ltd. Co

In his 27 years at SPH, Geoff has worked across 4 major portfolios. His contribution involved pioneering the launch of The New Paper, Singapore's leading paid morning tabloid; heading Marketing Division's Advertising & Promotions facility; and maximizing ad revenues across SPH's extensive range of newspaper titles. Currently, as Senior Vice President and Head of Strategic Marketing, Geoff's responsibilities include business development, research & big data analytics, and evangelizing SPH's integrated media ideology to the advertising fraternity.

Geoff has spoken at major industry conferences in Denmark, Dubai, Hong Kong, Malaysia, Philippines, Ukraine, Vietnam, and Canada. Geoff was conferred the PANPA 2011 Marketer of the Year accolade for outstanding performance in marketing for a newspaper publishing company.



**Registration For
Marketing Guru Talk
11 December 2013**

Registration Fees:

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



Event: Don't Just Think Out of the Box, Burn the Damn box! SPH's creative approach to staying relevant

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)

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