

# Marketing Institute of Singapore

COURSE SUMMARY PAGE 38

T: (65) 6411 1623 / 622 / 621 E: seminars@mis.org.sg W: www.mis.org.sg/seminars



## MIS – Leader in Professional Development and Training for Sales & Marketing

MARKETING  
INSTITUTE OF  
SINGAPORE

For 40 years, the Marketing Institute of Singapore (MIS) has played a leading role in providing training, learning & development solutions to professionals and corporations in Singapore and the Asia-Pacific region. We offer a comprehensive range of Executive Development Programmes that cater to the skills upgrading and professional development needs of executives and managers.

In recognition of the growing demand for sales and marketing courses, MIS continues to maintain its leading position as the training provider with the widest range of courses for sales and marketing personnel. With close to 120 executive development courses, and over 3,000 professionals trained annually, MIS is proud to be named the Preferred Sales Training and Management Training provider by Human Resources magazine 'HR Vendor of the Year' for the recent three consecutive years.

"Regular training allows employees to continuously refresh their skills, improve their current skills while developing new ones. Participants get tips and advice from industry experts, and even learn laterally from their peers." says Christina Ho, Business Development Manager of MIS. "We exercise a high level of quality control for our content and trainers to ensure that concepts are easily assimilated and practical enough for immediate application in daily work."

### Funding and Grants to Defray Training Costs

MIS' training courses are approved for Skills Development Fund (SDF), as well as the Productivity and Innovation Credit (PIC). For Business Management Workforce Skills Qualification (BM WSQ) courses, Absentee Payroll and Workfare Training Support (WTS) schemes provide additional support to help defray training costs further.

SMEs, in particular, can leverage on WDA's Enhanced Training Support Scheme to fund up to 85% of the course fees for WSQ courses. Under the enhanced PIC scheme, all companies can also stand to enjoy significant tax benefits, bonuses or opt for cash reimbursements for their training expenses.



### Testaments to our Quality Courses:

"The course is very fruitful & allows me to rethink on my closing techniques. Learning proven methods of prospecting to achieve consistent success, arranging cold calls, handling rejections, how to generate a continuous flow of referrals, approach prospects properly, and increase the potential of closing more sales."

- Sales Executive, Far East Management Pte Ltd

"Interaction, sharing of ideas & experience with the group from diverse backgrounds. The trainer was really good at stimulating the thoughts of the class for discussion & sharing with his enthusiasm. Good mix of participants from diverse industries and thus able to get different insights."

- Senior Asst Director/Finance, Ministry of Trade and Industry

"Good overview on tools of Digital Marketing with many relevant case studies & examples shared. Rich media examples (integration between different digital media), with interesting insights on measurement matrix. The course also provided most updated information regarding digital marketing and effective tools."

- Marketing Manager, APAC, Schaeffler (S) Pte Ltd

"Case studies & best practice guide shared were very insightful, especially on – social media measurement, planning, strategy and crisis management. Scope covered was very relevant to current market practices & trends. Highly interactive course which provided new insights for PR & marketing professionals!"

- Executive, PR & Customer Care, Volkswagen Group (S) Pte Ltd



## EXECUTIVE DEVELOPMENT PROGRAMMES (OCT-NOV 2013)

The Leader in Executive Development in Asia

# EXECUTIVE CERTIFICATE IN EVENT MANAGEMENT

26 – 29 NOV 2013

Build Your Career in the Exciting World of Events!

MIS is proud to partner with the Australian Centre for Event Management (ACEM), University of Technology, Sydney to bring to Singapore the world renowned Executive Certificate in Event Management. This course is designed to enhance the professional skills of those already employed within the event industry, as well as those aspiring to join careers in event management.

### Who Will Benefit?

Event managers; festival organisers; conference/meeting planners; charity event coordinators; parade directors; wedding planners; government event planners/coordinators; sport event managers; event coordinators and exhibition organisers.



ENJOY 10% EARLY BIRD DISCOUNT TILL 25 OCT 13!

### BUSINESS MANAGEMENT WORKFORCE SKILLS QUALIFICATIONS (BM WSQ)

Essential Negotiation Skills\*\* Nov 21-22

Managing Relationship with Customers for Organisational Growth\*\* Nov 18-19

The Role of the Chief Marketing Officer (CMO)\*\* Nov 20

**SALES**

Business Value Selling\* **NEW!** Nov 14-15

Cold Calling Clinic\* **NEW!** Nov 7

Increasing Sales Productivity & Performance\* **NEW!** Nov 5-6

Sales & Marketing Strategies for Engineers – Aligning Product Development to Customer Needs\* Nov 7-8

**MARKETING**

Certified Strategic Marketer (CSM) – Strategic Marketing Toolkit **NEW!** Nov 7-8

Developing A Strategic Marketing Plan\* Nov 5-6

Essential Metrics & Measurements to Drive Your Direct Marketing Campaigns\* **NEW!** Nov 13-14

Google Analytics (101, 201 and 301) **NEW!** Nov 20-22

Integrated Digital Marketing Strategies\* Nov 7-8

Marketing Creativity **NEW!** Oct 3-4

Social Media and Online PR Training\* Nov 5-6

**COMMUNICATIONS**

Charts & Figures for Sharper Collaterals, Reports & Presentations\* Nov 12

Copywriting for Marketing Materials\* Nov 21-22

Cross Cultural Communications\* Nov 18

Effective Presentation Skills\* Nov 11-12

Workplace Interpersonal Skills Nov 14-15

**BUSINESS MANAGEMENT**

Contract Law – Understanding the Concepts & Drafting of a Contract\* **NEW!** Nov 19-20

Strategic Thinking for Developing Business Plans\* Nov 14-15

Understanding & Analysing Financial Statements\* Nov 20-21

**HUMAN CAPITAL MANAGEMENT**

Drive Results: Writing Performance Reviews the SMART Way\* **NEW!** Nov 12

Evaluating ROI on Training & Organisational Development\* **NEW!** Nov 19-20

**LEADERSHIP**

Constructive Conflict Management – How to Make a Difference to the Conversation\* **NEW!** Nov 18-19

New Managers, New Leaders Bootcamp\* Nov 7-8

**PERSONAL EFFECTIVENESS**

Managing Information Overload for Increased Productivity **NEW!** Nov 11-12

NLP for Executives – Acquiring NLP Technology to Unlock Your Potential **NEW!** Nov 14-15

Speed Thinking **NEW!** Oct 2

Time & Stress Management Nov 13

For detailed course outlines or to register, please go to [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars). Courses can be custom-designed to meet your unique training needs.

\* Approved for SDF funding. For employer-sponsored Singaporeans and PRs only.

+ Up to 45% funding available. SMEs enjoy up to 85% funding!

20% Discount for MIS Members! | 5% Group Discount for 3 or more participants.