

# ANNUAL REPORT 2013

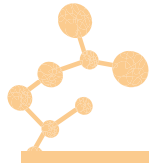
40 Years of Creating &  
Connecting Marketers



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# Vision, Mission & Functions

## VISION



## MISSION

Connecting a community  
of marketers

Creating marketers  
through quality education

## CORE VALUES

Trust  
Enterprise  
Teamwork  
Passion  
Service Quality  
Innovation

### ROLES AND FUNCTIONS

The Marketing Institute of Singapore (MIS) is the national professional body for sales and marketing. Since 1973, the institute has nurtured more than 50,000 students, sales and marketing practitioners through its continuous education and executive development programmes. It also serves as a hub for students, professionals, and organisations interested in sales and marketing to congregate, network, and exchange knowledge.



The Institute believes in promoting marketing as a philosophy and developing students holistically with our robust academic framework. The qualifications awarded by Marketing Institute of Singapore Training Centre are well regarded and recognised, especially in the fields of Business Management, Sales and Marketing.

### REGIONAL CONNECTIONS AND LINKS

The Institute is a founding member of the Asia Marketing Federation (AMF), a regional body set up in 1991 comprising national marketing bodies from Hong Kong, Indonesia, Japan, Korea, Malaysia, the Philippines, Singapore, Sri Lanka, Taiwan and Thailand.

### EDUCATION PARTNERS

Marketing Institute of Singapore Training Centre (MISTC) offers degree and masters programmes from the two renowned overseas universities namely University of the West of England and The University of Buckingham.



University of the  
West of England



With its practical and up-to-date theoretical approaches in its academic programmes, the Institute's flagship programme, Diploma in Sales and Marketing, was launched in 1981. Since then, this programme has attracted generations of marketers with more than 70 intakes successfully conducted. Today, many other courses ranging from the Certificate to Master Degree levels are offered at the Institute.



# Pillars of MIS



## 40th Marketing Institute of Singapore Executive Council



**PRESIDENT**  
Tok Lim Hoe



**1ST VICE PRESIDENT**  
Kenneth Woon



**2ND VICE PRESIDENT**  
Khor Chee Kok



**HONORARY SECRETARY**  
Roger Wang



**ASSISTANT HONORARY  
SECRETARY**  
Bhavik Bhatt



**HONORARY TREASURER**  
Jackson Chua



**ASSISTANT HONORARY  
TREASURER**  
Sharon Vu



**COUNCIL MEMBER**  
Chia Khee Seng



**COUNCIL MEMBER**  
Dean Shams



**COUNCIL MEMBER**  
Lee Kwok Weng



**COUNCIL MEMBER**  
Michael Tan



**COUNCIL MEMBER**  
Dr Ramesh Kumar

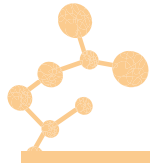


**CO-OPTED COUNCIL  
MEMBER**  
Lim Shiyun



**CO-OPTED COUNCIL  
MEMBER**  
Ng Hong Chua





# Pillars of MISTC

## 20th Marketing Institute of Singapore Training Centre Executive Council



**PRESIDENT**  
Tok Lim Hoe



**1ST VICE PRESIDENT**  
Kenneth Woon



**2ND VICE PRESIDENT**  
Khor Chee Kok



**HONORARY SECRETARY**  
Lee Kwok Weng



**ASSISTANT HONORARY  
SECRETARY**  
Bhavik Bhatt



**HONORARY TREASURER**  
Chia Khee Seng



**ASSISTANT HONORARY  
TREASURER**  
Sharon Vu



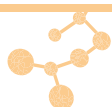
**COUNCIL MEMBER**  
Roger Wang



**CO-OPTED COUNCIL  
MEMBER**  
Jackson Chua



**CO-OPTED COUNCIL  
MEMBER**  
Michael Tan



# Message from the President



Mr Tok Lim Hoe  
PRESIDENT,  
MARKETING INSTITUTE  
OF SINGAPORE

“Year 2013 was pivotal for Marketing Institute of Singapore (MIS). Building on our 40-year heritage and solid brand, MIS rejuvenated its identity through an intrepid transformation. MIS logo was given a facelift which exudes greater vibrancy and youthfulness as the institute forge ahead in the private education space. The campus relocation from Raeburn Park & Anson Centre to North Bridge Road has given the institute a competitive edge as it uproots itself as a place synonymous with private institution and youthful buzz”

## FOUR DECADES OF CREATING & CONNECTING MARKETER

40 years in a man denotes wisdom, 40 years for an institution signifies establishment and foundation. The institute has started from offering diploma in sales and marketing with an intake of 75 local students to its current status of close to 700 enrolments comprising of local and international students from Marketing Institute of Singapore Training Centre (MISTC), University of Buckingham and University of the West of England programmes. MISTC was also the first few private education institutions awarded the 4-year EduTrust certification back in year 2010. As a bridge for students and practitioners, membership department has done well in organising quality marketing guru talks and networking events that created the platform for students and professionals to exchange information and share insights.

## A NEW LOCATION, A DYNAMIC HUB

From April 2013, MIS members and students enjoy a well equipped 6-storey building located at the heart of Singapore. The new campus serves as a hub for both members and students to meet, share and learn new ideas. There are more and bigger classrooms to address the growing training needs and to provide better facilities to participants of the Executive Development Services as well as

Membership events. The new state of art executive lounge has since hosted many Marketing Guru Talks by speakers from renowned brands such as Mr Campbell Wilson from Scoot™ Pte Ltd and Mr Cheo Ming Shen from Nuffnang Pte Ltd.

## REBRANDING, FORMING THE 3 DISTINCTIVE MIS LOGOS

Synergistic growth on all fronts was possible because of the unique organisation of MIS. As part of the rebranding exercise, MIS logo was rejuvenated to a contemporary icon that was inspired by the shape of a megaphone and represented by an upward trajectory which represents Growth and Optimism; which reflects the ultimate result of all effective marketing. The three entities that make up MIS each has a differentiated role and character, and are autonomously run. Each has the autonomy and latitude to define their own operational scope and charter their own strategy and yet remains aligned to the overall mission and vision of the MIS ecosystem. With the intention to clearly identify the three distinct functions with MIS, we have refreshed our brand architecture with three different colours of orange, blue and green. The entities are thus able to leverage on the established reputation of the MIS brand and the synergy that the Group offers as a whole.

## SURGING AHEAD

Year 2013 was a relatively quiet but still fairly productive year as far as Singapore's higher education sector was concerned. Stepping into the new year, we have to re-invent ourselves by discovering new channels to further add value to our businesses as well as to recruit more students both locally and internationally. Our 4-year EduTrust certificate will due for renewal in year 2014, hence we have to keep our heads up ensuring everything is in check.

Moving ahead, it is critical to enhance the operational continuity of MIS Executive Council. I would like to urge the outgoing council members to stay active in assisting the newly elected to carry through the ongoing initiatives to fruition. With visionary leaders and dedicated Senate, Executive Council, members and staff, MIS will surge forward to consolidate our position as the national body for sales and marketing. Last but not least, I would like to express my heartfelt appreciation to the talented team who push MIS into a future of unprecedented growth and success.

Mr Tok Lim Hoe  
President  
MIS



# Message from the Senate Chairman



**Mr Lee Cheok Yew**  
**SENATE CHAIRMAN,**  
**MARKETING INSTITUTE**  
**OF SINGAPORE**

“Year 2013 marked a new chapter for MIS as we celebrate our 40th Birthday. This has proven to be a very rewarding year for us with a string of rebranding initiatives from the change in the institution’s logo to the relocation of campus ground. MIS was also voted the #1 Most Preferred Sales Training Provider 2013 by Human Resources magazine. Being the inaugural year where MIS edged out other competitors to be the only winner in the first position is a testament of MIS commitment and stewardship as the National Body for Sales & Marketing.”

## **MEMBERSHIP**

MIS continued to provide holistic membership experience by ramping up and improving membership privileges for its members. Members today enjoy a wider variety of merchant benefits which they can easily relate and weave into their personal or work life. Through the organising of quality networking events and professional development courses, MIS has once again delivered its promise as the place that connects members to the largest fraternity of sales and marketing professionals. Moving ahead, MIS will continue to be the foremost membership organisation whereby members can take immense pride to be a part of.

## **EXECUTIVE DEVELOPMENT**

As the market continue to shift towards human capital development, the government has partnered itself with professional institutions to provide more continual education and training programmes to prepare Singapore workforce for the future. As MIS’ training solutions focus on developing and enhancing not only core competencies needed by individuals, but also desirable behaviours to help them get on top of their challenges, our objective is well aligned with the government’s effort to promote skills upgrading and retraining.

This year, MIS progresses with a steady

gait with a wider spectrum of quality training courses that will meet the industry’s needs. With the economy steadily picking up, many companies and individuals are now more aware of the need to stay economically relevant through furthering of education, re-training and personal development. This is where MIS comes into the picture, by helping employees identify their learning needs and acquire the relevant skills to remain competitive in the workforce.

## **WORK-READY GRADUATES**

The Institute not only promotes academic achievements of students, but also their character and work readiness. Marketing Institute of Singapore Training Centre (MISTC) Student Council was a notable initiative launched this year, as we produced graduates armed with the right tools required for the workplace. We provide a learning environment that prepares our students to be confident and acquire the knowledge to adapt to the dynamic business environment, handle diversity and innovate in an environment of ambiguity. Moreover, housing both MIS & MISTC under one roof offers students the unique learning opportunities to learn from business leaders through participation in networking opportunities and guru talks organised by membership services. This is a distinctive advantage that few other private education providers can offer in a structured manner.

## **GEARING UP FOR 2014**

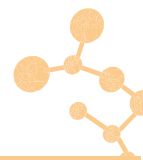
More challenges ahead are to be expected as MIS continues to operate in an increasingly competitive business environment with heightened expectations. Our readiness in challenging ourselves to achieve greater excellence and being ever ready in facing tomorrow’s challenges is our driving force to create significant improvements while facing the unknown. For there can be no tomorrow for those who are afraid of making changes.

2014 denotes the year I step down from the post of Chairman of Senate. Let us give a warm welcome to Dr Gan See Khem who will take over the helm as the Senate Chair effective from January 2014. With Dr Gan’s strong passion and commitment to MIS, I believe she will play a great role as an advisor and consultant to the Executive Council on the management of the Institute and the development of long-term strategic goals for the Institute. I would also like to take this opportunity to thank the Executive Council and Senate Members for their unwavering support during my term as the Senate Chairman.

**Mr Lee Cheok Yew**  
Senate Chairman  
MIS



# Honorary Secretary's Report



## ANNUAL GENERAL MEETING

Marketing Institute of Singapore and Marketing Institute of Singapore Training Centre (MISTC) held their respective 40th and 20th Annual General Meeting (AGM) on Friday, 22 March 2013 at the NTUC Centre, One Marina Boulevard. Minutes of the AGM and the 2013 Financial Report of both MIS and MISTC were read and passed.

## MEETINGS OF THE MIS/MISTC EXECUTIVE COUNCIL

The 40th MIS Executive Council and 20th MISTC Executive Council held regular meetings from April 2013 to March 2014.

## MIS & MISTC COMMITTEES

### SENATE

Mr Lee Cheok Yew  
(Chairperson)  
Mr Chris Chen  
Dr Gan See Khem  
Mr John Lim  
Professor Tan Chin Tiong  
Mr Allen Pathmarajah

### HUMAN RESOURCE

Mr Tok Lim Hoe  
(Chairperson)  
Mr Chia Khee Seng  
Mr Jackson Chua  
Mr Roger Wang  
Mr Kenneth Woon

### MEMBERSHIP

Mr Roger Wang  
(Chairperson)  
Mr Bhavik Bhatt  
Mr Jackson Chua  
Dr Ramesh Kumar  
Ms Sharon Vu  
Ms Lim Shiyun  
Mr Michael Tan

### AUDIT & CORPORATE GOVERNANCE

Mr Kenneth Woon  
(Chairperson)  
Mr Bhavik Bhatt  
Mr Lee Kwok Weng

### CONSTITUTION

Mr Tok Lim Hoe  
(Chairperson)  
Mr Jackson Chua  
Mr Khor Chee Kok  
Mr Lee Kwok Weng

### FINANCE

Mr Chia Khee Seng  
(Chairperson)  
Mr Jackson Chua  
Mr Khor Chee Kok  
Ms Sharon Vu

### MARKETING

Mr Bhavik Bhatt  
(Chairperson)  
Mr Dean Sham  
Mr Lee Kwok Weng  
Ms Sharon Vu  
Mr Roger Wang

### EDUCATION

Mr Tok Lim Hoe  
(Chairperson)  
Mr Khor Chee Kok  
Mr Michael Tan  
Mr Roger Wang

### ACADEMIC BOARD

Associate Prof Tan Soo  
Jiuan (Chairperson)  
Practice Associate Prof  
Ashok Kumar Charan  
Dr Lim Yew Ban  
Mr Goon Swee Khiang

### EXAMINATION BOARD

Associate Prof Tan Wee  
Liang (Chairperson)  
Associate Prof Seshan  
Ramaswami  
Mr Leong Chun Chong  
Mr Lee Nguang Hung

The total staff strength  
currently stands at 45.

**Mr Roger Wang**  
Honorary Secretary, MIS

**Mr Lee Kwok Weng**  
Honorary Secretary, MISTC



# Corporate Governance

## Principle 1:

### EXECUTIVE COUNCIL'S CONDUCT OF ITS AFFAIRS

The Executive Council oversees the affairs of MIS, assuming responsibility for strategic plans and performance objectives, financial plans and annual budget, key operational initiatives, investment proposals, compliance and accountability systems, and corporate governance practices. The Executive Council also approves the appointment of Senior Managers of MIS. The MIS constitution defines the powers of the Executive Council.

The Executive Council is supported in its tasks by:

- Academic Board,
- Examination Board,
- Audit & Corporate Governance Committee,
- Constitution Committee,
- Finance Committee,
- HR Committee,
- Marketing Committee,
- Membership Committee, and
- Education Committee

MIS has established financial authorisation and approval limits relevant to Executive Council, Committees and various levels of Management, for operating and capital expenditure, the procurement of goods and services and the acquisition and disposal of investments.

The Executive Council conducts regular scheduled meetings and also allows managers to present updates of MIS, enabling the Council to actively engage the managers and be updated on the operations.

New Council members are given detailed induction on MIS affairs and the regulatory environment as well as their statutory and

other responsibilities to ensure that MIS is well-managed and fulfils its objectives.

## Principle 2:

### EXECUTIVE COUNCIL COMPOSITION AND GUIDANCE

The Executive Council consists of 12 independent members in accordance with the Constitution. Each member is elected by the MIS members at the Annual General Meeting (AGM) and he is expected to bring experience and expertise to contribute to the development of strategies and performance of MIS. The Executive Council has the option to co-opt an additional 3 independent council members.

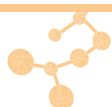
Executive Council members make a declaration amongst other terms, not to act in conflict or to hold, assume or intentionally accept a position in conflict of interest with his obligations to MIS.

#### EXECUTIVE COUNCIL FOR 2013/2014

Marketing Institute of Singapore Council Meeting  
– Total 7 meetings held

Name	Position	Attended
Tok Lim Hoe	President	7
Kenneth Woon Kum Wah	1st Vice President	4
Khor Chee Kok	2nd Vice President	5
Roger Wang Wei Seng	Hon Secretary	7
Bhavik Bhatt	Assistant Hon Secretary	6
Jackson Chua	Hon Treasurer	7
Sharon Vu	Assistant Hon Treasurer	3
Lee Kwok Weng	Council Member	6
Chia Khee Seng	Council Member	4
Michael Tan	Council Member	6
Dean Shams	Council Member	4
Ramesh Kumar	Council Member	6
Lim Shiyun	Co-opted Member	0
Simon Ng	Co-opted Member	1

*Lim Shiyun and Simon Ng were co-opted into the MIS council in November 2013.*





Marketing Institute of Singapore Training Centre (MISTC) Council Meeting – Total 12 meetings held

Name	Position	Attended
Tok Lim Hoe	President	11
Kenneth Woon Kum Wah	1st Vice President	7
Khor Chee Kok	2nd Vice President	7
Lee Kwok Weng	Hon Secretary	11
Bhavik Bhatt	Assistant Hon Secretary	9
Chia Khee Seng	Hon Treasurer	5
Sharon Vu	Assistant Hon Treasurer	6
Roger Wang Wei Seng	Council Member	10
Michael Tan	Co-opt Council Member	8
Jackson Chua	Co-opt Council Member	10

Principle 3:

### CLEAR DIVISION OF RESPONSIBILITIES

To formalise authority, accountability and facilitate decision-making, the roles and responsibilities of the President and the Executive Council Members are defined in the Constitution and Terms of Reference when they serve in Committees.

The Executive Council is responsible for ensuring the effectiveness of the governance processes, while the senior managers are responsible for implementing strategies and policies approved by the Executive Council, and also for managing the Institute.

Principle 4 & 5:

### EXECUTIVE COUNCIL MEMBERSHIP & PERFORMANCE

Before the election of Executive Council members at the Annual General Meeting (AGM), Curriculum Vitas and profiles of nominated members are presented at the AGM.

The Honorary Treasurer shall not be entitled for re-election after 2 consecutive terms for MIS and after 1 term for MISTC.

The Senate is a committee for providing advice and consultation to the Executive Council. The structure, appointment and functions of the Senate are stated in the Constitution.

Principle 6:

### ACCESS TO INFORMATION

The monthly operational and financial reports of MIS are presented and discussed at the regular Executive Council meetings.

Executive Council members are given separate and independent access to the Senior Managers.

Principle 7:

### PROCEDURES FOR DEVELOPING REMUNERATION POLICIES

Executive Council members serve without remuneration for their voluntary services to MIS. Council Members' out-of-pocket expenses directly related to MIS activities may be reimbursed by MIS.

The HR Committee is required to approve the remuneration and bonuses of the staff of MIS, including Senior Managers.

Principle 8:

### LEVEL AND MIX OF REMUNERATION

The HR Committee reviews and endorses the remuneration level and mix for MIS staff to ensure that they are fair and competitive in the market. The performance evaluations of MIS staff are conducted annually and reviewed by the HR Committee.

Principle 9:

### DISCLOSURE ON REMUNERATION

No staff or manager of MIS is paid a package above \$250K per annum.

Principle 10:

### ACCOUNTABILITY

The financial and operational results are presented and reviewed at the Executive Council Meetings. The Executive Council reviews financial



and operational performance at the regular meetings as well as the internal audit report, the external audit report, the audit reports from the Council of Private Education and other internal reports.

Annual financial results, achievements and operational updates are presented at the AGM.

The reserves of MIS are currently kept in fixed deposits without risk exposure and could be invested with approval from the Executive Council in accordance with the provisions provided in the constitution.

In addition, details of ongoing events and happenings in MIS are circulated to MIS members via electronic direct mailers and the quarterly Singapore Marketer magazine.

Principle 11:  
**RISK MANAGEMENT AND INTERNAL CONTROLS**

Following the risk management review exercise and workshop in 2012 which was facilitated by PriceWaterhouseCoopers LLP (PWC) with the Executive Council and management of MIS, proper checking and accounting procedures for its assets are in place.

Annual audit of the financial statements of MIS is done by the appointed external auditors, Baker Tilly TFW LLP.

Principle 12:  
**AUDIT COMMITTEE**

The Audit & Corporate Governance Committee with clear terms of reference, comprises of Kenneth Woon (Chairman), Bhavik Bhatt and Lee Kwok Weng from the Executive Council.

Principle 13:  
**INTERNAL AUDIT**

Following the internal audit exercise conducted by PWC in 2012, the identified weaknesses have been addressed and control measures implemented.

Principle 14:  
**MEMBERS RIGHTS**

MIS respects the rights of its members and upholds its Constitution. Independent MIS members with appropriate experience and qualification are continually encouraged to serve on the Executive Council.

MIS is committed to a high standard of ethical conduct and has put in place whistle-blower policy and procedures which provide staff as well as students with well-defined accessible channels.

Principle 15:  
**COMMUNICATION WITH MEMBERS**

Besides the electronic direct mailers that are sent to MIS members to keep them informed of events, there is also an official MIS Facebook page available for members to socialise and interact.

Feedbacks and comments from members are addressed by the Membership Department.

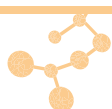
Principle 16:  
**CONDUCT OF MEMBERS MEETINGS**

All members are invited to attend the Annual General Meetings and Extraordinary General Meetings. Attendance is encouraged and members' views are recorded and acted on accordingly.

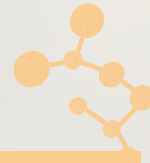
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Note:

- a) This report covers both MIS and MISTC unless indicated otherwise.
- b) The term 'he' and 'his' cover both the genders.



# 40 Years Milestone



## 1973-1980

- MIS was established. The first Chairman- Protem Committee was Mr Robin Lim.
- Held a two-day seminar on Effective Strategy in Marketing jointly with SIM.
- Shifted from temporary office at Mount Sofia to Bukit Merah Town Central.

## 1986-1990

- MIS Skills Training Centre, funded by the Skills Development Fund, was established.
- Moved to new premise at Anson Centre.
- Launched CIMUK Diploma examinations in conjunction with college at UK.

- Launched flagship Diploma in Sales and Marketing.
- Held its first graduation ceremony for the 1st intake of the Diploma in Sales and Marketing.
- Appointed the Examination Centre for CIMUK examinations in Singapore.
- Pioneered the first offshore degree programme, Bachelor of Business (Marketing Major conducted by Western Australia Institute of Technology) in Southeast Asia.

## 1981-1985



MIS at Anson Centre



MIS Sales Academy



Launch of The Singapore Marketer



Asia Pacific Marketing Conference

## 1991-1995

- Launch of Business Strategy Competition.
- Launch of quarterly publication, The Singapore Marketer.
- Held the Asia Pacific Marketing Conference "Marketing in the Asia Pacific: Approaches breakthroughs and challenges".
- Launched of MBA Programme (International Marketing) in partnership with Curtin University of Technology.
- The Sale Academy was officially launched, with special Interest Group called Sales Professional Club.
- Official launch of Singapore Marketing Award.



The Singapore Marketing Award

- Achieved ISO 9000 certification.
- Teamed up with NUS Extension to offer the Professional Diploma in Asia Pacific Marketing.
- Philip Kotler, The Father of Modern Marketing was the speaker for the forum "Marketing for the New World Economy".
- MIS and Singapore Tourism Board jointly organised the Power Sponsorship seminar.

## 1996-2000



MIS Sales Professional Club



Philip Kotler, speaker of "Marketing for the New World Economy"



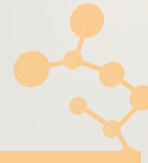
Inaugural launch of Singapore Marketing Award



3rd Power Sponsorship Conference



# 40 Years Milestone



## 2001-2005

- Moved to new campus at Pasir Panjang Road in 2002.
- Selected as one of the six approved course providers under the Strategic Manpower Conversion Programmes (SMCP) for Internationalisation launched by IE Singapore in partnership with Ministry of Manpower.
- Partnered Northumbria University (UK) to launch two Bachelor of Arts (Hons) degrees in Business Management and Marketing Management and the MBA.
- Awarded Case Trust status in February 2005.
- Moved from Pasir Panjang to Prinsep House in 2005.
- Tied up with Singapore Petroleum Corporation to launch a Membership Drive Campaign.



MIS at new campus, Pasir Panjang Road

- McDonald's Vice President of Marketing & Communications, Ms Shirley Foenander conducted a luncheon talk.
- Launched Graduate Diploma in Brand Management and Business Management.
- Celebrated its 35th anniversary "Razzle Dazzle Night" in 2008. The Marketer of the Year 2008 award was also presented at the dinner.

## 2006-2010 (Continued...)



McDonald's talk



Marketing Guru talk by Mr Tom Abbott



CEO Evening talk by Group CEO and Founder of Indo Chine, Mr Michael Ma



## 2006-2010

- Launch of the quarterly Marketers' Night networking series, CEO Evening talks Marketing Guru Talks and Members' Night.
- Inaugural launch of the first MIS Sales and Marketing Congress.
- Awarded 4-year EduTrust certification.

- Appointed official Google Training Partner.
- Launch of the BM WSQ (Business Management) framework courses with WDA.
- Won the Preferred Sales Training Firm by 'HR Vendors of the Year 2012' on Human Resources magazine.
- Awarded the prestigious SuperBrands status in September 2012.
- Mr Campbell Wilson, CEO of Scoot™ Pte Ltd was the invited speaker of one of the Marketing Guru talks attended by more than 100 participants.
- Celebrated the institute's 40th Birthday with a new logo and website.
- The momentous celebration of MIS 40th Anniversary was held at the Fullerton Hotel.

## 2011-2013



Awarded 4-year  
EduTrust certification



Marketing Guru talk by CEO of  
Scoot™ Pte Ltd, Mr Campbell Wilson



MIS awarded SuperBrands



Inaugural MIS Sales and Marketing Congress



# Key Highlights of MIS 40 Years Anniversary



## 4 DECADES OF CREATING & CONNECTING MARKETERS

Year 2013 was an exciting year for Marketing Institute of Singapore (MIS) as it marks the 40th anniversary of the institution. This new milestone was celebrated with a new address and new identity – a brand new logo.

### New Identity, New logo

As part of MIS' 40 years ruby anniversary celebration, the identity of the institution was given a facelift. MIS logo is now more youthful and vibrant as the institute continues to soar forward.

The new logo has a contemporary face that was inspired by the shape of a megaphone and represented by an upward slope which translates into optimism and growth, and thus reflecting the ultimate result of good marketing. The vertical lines on the other hand echo signal bars on a mobile device that indicate a strong reception.



We are now bringing the three business functions of MIS to the foreground, each with their own permutation of the MIS logo:



MIS exists to:

1. **CONNECT:** Representing our mission of *Connecting a Community of Marketers*. Closest to the origin of MIS, this function retains the traditional MIS brand colour.
2. **EXECUTIVE DEVELOPMENT:** Continuous training, learning & development for executives and professionals. The *blue* colour represents the corporate environment where MIS thrives and excels.
3. **TRAINING CENTRE:** The second half of our mission statement – *Creating Marketers through Quality Education*. The green colour represents the new future of limitless possibilities for every MIS graduate.

### Revamp of Website & e-Newsletter

As part of the rebranding exercise, MIS website went through an overhaul at the last quarter of 2013. The new website clearly identifies the three business entities of MIS at a glance. Viewers are redirected to the respective website of which they are seeking information with just one click. On top of that, the new website highlighted MIS events and promotions at the home page so that visitors do not need to navigate around to look for information. Having a user-friendly website is as important as having a beautiful original website design.

Furthermore, MIS quarterly e-newsletter, e-Marketer was given a thorough makeover in February 2013 with a cleaner look. Updates on events and membership information can be found easily.





## MIS 40TH ANNIVERSARY GALA DINNER

MIS celebrated its ruby 40th Anniversary on 19 April 2013 at The Fullerton Hotel with a Black & White Pop theme. Mr Tok Lim Hoe led the symbolic cake cutting ceremony with distinguished guests, Mr Chris Chua, MIS Founding President, Mr Lee Cheek Yew, Senate Chairman & MIS Past President and Mr Chris Chen, MIS very first ordinary Member.

As part of the momentous celebration, MIS also presented 5 Longest-Standing Member and Excellent Lecturer Award. The guests were entertained by highlights of the evening, a musical skit put up by NUS Dramaworks and Noris The Diva. The event was attended by 200 members, partners, students, staff and distinguished staff. 20 lucky draw prizes were given away that night.



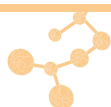
MIS 40th Anniversary Gala Dinner was held in the grand ballroom of Fullerton Hotel



President of MIS, Mr Tok Lim Hoe was giving his opening address.



L-R: Mr Lee Cheek Yew, Mr Chris Chua, Mr Tok Lim Hoe (President of MIS) and Mr Chris Chen.



## Events that Connect Marketers

### MIS 40th Anniversary Gala Dinner



Above are the recipients of the Longest-Standing Members Award with President of MIS. From L-R: Mr Tok Lim Hoe (President), Mr Gopal Krishnan, Dr Gan See Khem, Mr Chris Chen, Mr Joseph Tan Hong Mui and Mr Sim Kwang Chai.



Above are the recipients of Excellence Lecturers Award 2012 with President of MIS. From L-R: Mr Tok Lim Hoe (President), Mr Jason Tan, Dr Donald Tan, Ms Katty Lam and Ms Paula Mak



Dance performance put up by NUS Dramaworks



Attractive prizes waiting to be given out on that night



Staff well dressed in the black and white pop! theme



Guest were all well entertained by comedian Noris



Performance to determine the winner of Best Dressed Award





### New Address

Since April 2013, MIS has strategically relocated from the executive-focused location at Tanjong Pagar (Anson Centre) to a 6-storey building at North Bridge Road. The institute has successfully positioned itself as part of the youthful buzz and a place synonymous with private education institutions. Members and students also benefited from the easy access to National Library and close proximity to public transport.

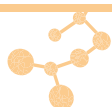
Furthermore, the new location houses both MIS and MISTC under one roof which promotes convenience for students to attend Marketing Guru Talks conducted by industry experts. It is definitely a place where students and marketers meet, learn and share ideas. Marketing Guru talks are housed in the new state of art executive lounge located at level one of the building.



MIS Executive Lounge



Covered in Today Paper,  
Market Buzz on 11 July 2013



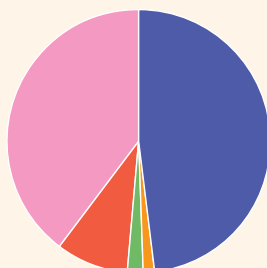
# 2013 Key Statistics At a Glance



\* Figures as at 31 December 2013

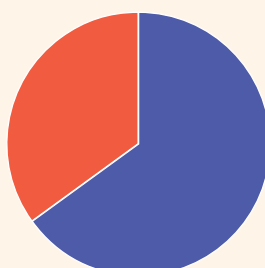
## MEMBERSHIP

By Membership Type



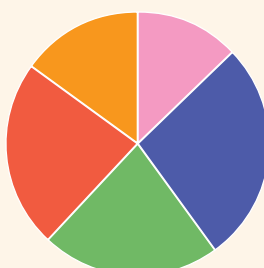
■ Corporate 91  
■ Ordinary 500  
■ Fellow 20  
■ Affiliate - Individual 15  
■ Affiliate - Students 411

By Gender



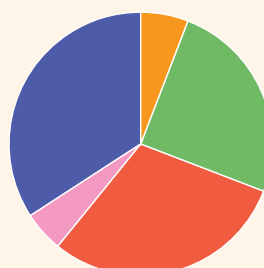
■ Male 65%  
■ Female 35%

By Age Group



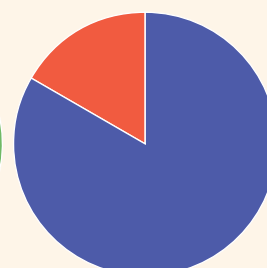
■ <30 13%  
■ 31-40 27%  
■ 41-50 22%  
■ 51-60 23%  
■ >60 15%

By Level



■ C, VP, SVP 6%  
■ Director 25%  
■ Manager 30%  
■ Executive 5%  
■ Other 34%

By Programme

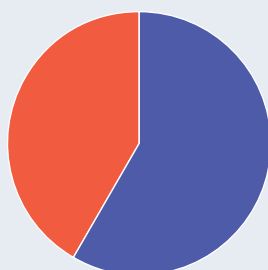


■ Marketing Guru Talks 10  
■ Marketers' Nights 2

## EXECUTIVE DEVELOPMENT SERVICES

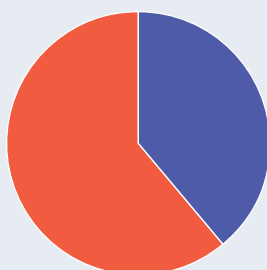
Total of 3,600 course participants

No. of courses ran



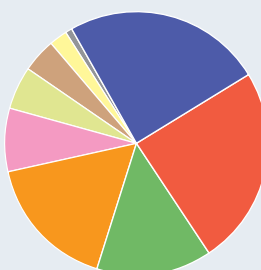
■ Public 139  
■ Custom-design 99

No. of participants trained



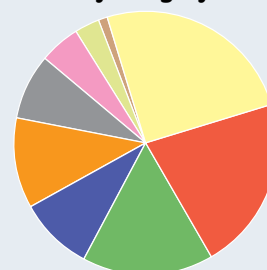
■ Public 1427  
■ Custom-design 2228

Breakdown of public courses by category



■ Sales 20  
■ Marketing 34  
■ Communications 34  
■ Service Excellence 6  
■ Leadership 3  
■ Personal Effectiveness 11  
■ Business Mgmt 23  
■ Event Mgmt 7  
■ Human Capital Mgmt 1

Breakdown of custom-design courses by category



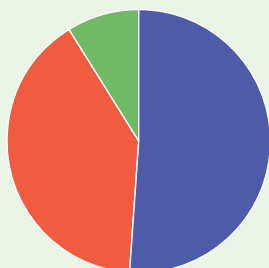
■ Sales 16  
■ Marketing 9  
■ Communications 21  
■ Service Excellence 1  
■ Leadership 25  
■ Personal Effectiveness 5  
■ Business Mgmt 11  
■ Event Management 3  
■ Human Capital Mgmt 8

## CONTINUING EDUCATION

Number of Enrolment: 697

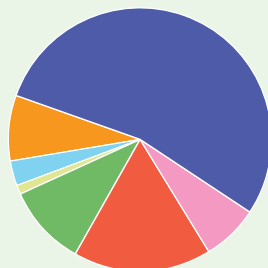
Number of Graduates: 440

Graduates Breakdown



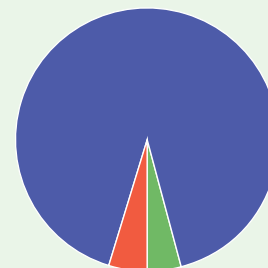
■ MISTC Proprietary Programmes 226  
■ Northumbria University 176  
■ University of Buckingham 38

Student Demographics



■ Singaporean 54%  
■ Malaysian 7%  
■ China 17%  
■ Vietnam 10%  
■ Indonesian 1%  
■ India 3%  
■ Others 8%

Student Activities



■ No. of students participated 416  
■ No. of student activities 22  
■ Average no. of students participated 19

# Membership Services

“I joined MIS as a member to expand my corporate network, specifically in the marketing space, allowing myself to engage in conversations and discussions with like-minded individuals in the marketplace. Being a MIS member also allow me to keep abreast with what is going on within the Marketing world.”

**David Lim**

Marketing Manager, SingTel





# Events that Connect Marketers



## MARKETING GURU TALK

10 Marketing Guru Talks that garnered over 500 attendees in total were conducted in 2013 by the MIS Membership Services. There was a significant 77% increase in number of attendees as compared to 2012. The insightful talks covered various Marketing Strategies used in the various industries by the respective gurus. Other aspects like Digital Marketing & Social Media were also covered by the industry experts.

The Marketing Guru Talks are MIS' prominent fixture, attracting and providing insights to Marketing students and professionals nationwide. These talks also provide an avenue for like-minded individuals to share and discuss thought-provoking ideas and trends.



24 Jan 2013

## Be a Brand, Become a Media - Online Video Marketing

**ARNAUD BELHAMOU**  
Co-Founder,  
FindYourWayInTheWorld





30 May 2013

## Why Your Customers Stay or Stray

**ANDREW CALVERT**

Regional Director and Solution Architect at  
AchieveGlobal Singapore



4 Jul 2013

## The Scoot Recipe

**CAMPBELL WILSON**

CEO of Scoot™ Pte Ltd



25 Jul 2013

## Insights with CEO & Co-Founder of Nuffnang.com

**CHEO MING SHEN**

CEO & Co-Founder  
Nuffnang.com



22 Aug 2013

## Email Marketing is Dead -- Long Live Email Marketing

**PETER REHNKE**

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



18 Sep 2013

## Marketing between Giants & Minions

**MARKUS L. KEIPER**

EVP, Global Marketing, Communications and CRM  
Rolls-Royce Marine



10 Oct 2013

## 4 Steps to Going Viral with Contagious Content

**CLEMENT WONG**

Managing Director  
SocialMetric



## MARKETERS' NIGHT

MIS Marketers' Night is the event that promises opportunities to create new connections, have winning conversations and to simply enjoy the night with a drink or two!

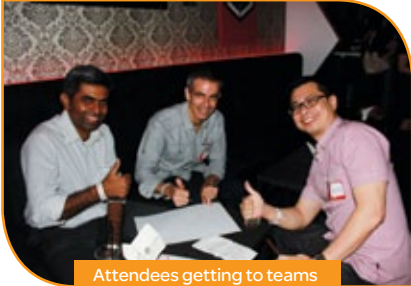
## Events that Connect Marketers

### Marketers' Night

MIS Membership Team organised 2 invigoratingly themed networking sessions this year. Aside from a fun filled evening, attendees also took home some basic skills of dart throwing as well as the art of beer brewing!

28 Feb 2013

## On-Target Marketing: Hit the Bullseye with MIS @ iDarts Senso



Attendees getting to teams to draw their Team Flags!



Time to put those newly acquired skills to a test!



Creating new connections while having fun? Checked!



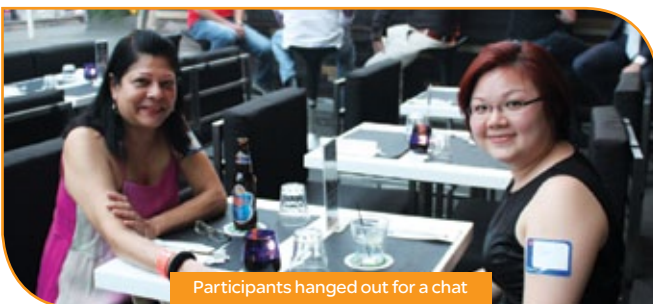
Everyone is a winner!



Mr Ken Loy, Former Chairman of MIS Membership Committee, gave an opening speech.

19 Jun 2013

## A Beer-licious Tasting Affair @ Le Noir



Participants hanged out for a chat before the start of the event



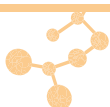
Everyone getting a whiff of the hops and malts.



What their body language is saying "Don't bug me now, Cameraman. I am having a really good conversation."



Roland, from Thirsty - The Beer Shop, giving us some insights into the various types of beers.



# Roadshow



## MIS ROADSHOW, 10 & 11 OCTOBER 2013

MIS held its 2-day roadshow at Chevron House, Raffles Place, in the month of October. The roadshow aimed to reach out to PMEBS so as to establish industry contacts and gather leads from potential customers.

Brochures on membership promotion, events and activities, executive development training courses and continuing education programmes brochures were given out. The roadshow has reached out to more than 500 PMEBS who have dropped us their name cards or came by our booth to find out on courses and events. Members of the public who signed up for membership during the roadshow also received a \$10 Takashimaya voucher as an additional incentive. The main highlights of the roadshow was the 'Receive an apple' campaign as well as spin the wheel game which were effective crowd pullers.



MIS roadshow at Chevron House



A PMEBS excited to find out on our executive development courses.



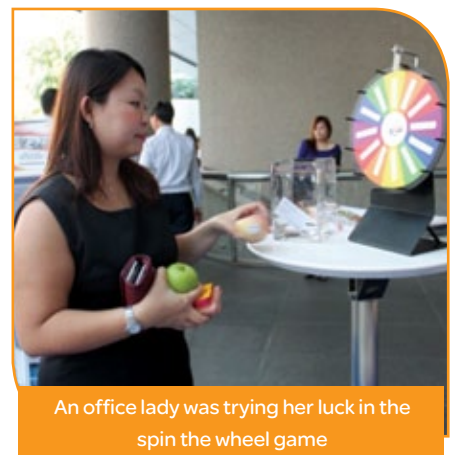
MIS staff not acting as flower girls, but apple girls.



Receive an Apple campaign was carried out during the peak hours at Raffles Place



Apples affixed with MIS logo stickers were distributed to members of the public



An office lady was trying her luck in the spin the wheel game





# Benefits & Privileges through Partnership

MIS is more than just a professional body for sales and marketing. As a MIS member, individuals or company is not only connected to the largest fraternity of marketers, but also benefits from a holistic range of privileges by flashing the membership card. MIS is perpetually looking for ways to bring new benefits to members.

**urban fairways**  
CAFÉ BAR GOLF



loof



*Le Noir*



**RASEL**



  
REAL YOGA



  
spa



**SPGG**  
Get Connected, Stay Connected



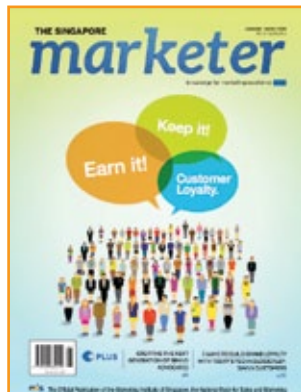
**RafflesMedical**



  
unitydenticare



# Outreach Channels



## The Singapore Marketer

The Singapore Marketer is the official publication of the Marketing Institute of Singapore. It offers in-depth analysis of current marketing strategies, ideas and concepts. The quarterly print publishes contributions from sales and marketing experts and keeps readers at the cutting-edge of the industry. The knowledge-centric publication also features candid interviews with prominent sales and marketing personalities, which are often than not valuable insights into their experience in business management and strategies.

## e-Marketer

The e-Marketer is a monthly online publication launched in January 2007 with a circulation of more than 80,000. It serves to provide updates to members and subscribers on upcoming events and membership promotions. The e-newsletter also features members' experience with MIS and ways that they benefit as a member. Subscribers and members read about the latest tips and trends extracted from the latest issue of The Singapore Marketer.



## Facebook Page



For a period of seven months, from June to December 2013, MIS Facebook page has seen a growth of 1,400 new fans. The current sizable fanbase of more than 2,000 likes has created another effective outreach platform for MIS.

## EDS weekly

Subscribers and course participants are also updated on our upcoming executive development courses through EDS weekly. Circulation rate is at 55,000.





# Executive Development Services

“Useful insights of industry tricks. A very informative & well-structured course. Thoroughly enjoyed the training, the trainer manages to communicate a lot of information in an impactful way in a short time. The case analysis/studies let us apply the knowledge & put them to test, and as such, learn through the various scenarios.”

Senior Manager, Electronic Arts Asia Pacific



# Achievements



As a leading provider of executive development programmes to companies in Singapore and the Asia-Pacific region, MIS continues to offer the widest range of sales and marketing courses. To help companies maximise the effectiveness of their training, MIS also works closely with clients to analyse their unique needs and design customised learning and development solutions.

More than 3,600 senior executives, managers and professionals benefitted from the vast selection of short executive training courses offered by MIS, in the fields of Sales, Marketing, Communications, Service Excellence, Event Management, Business Management, Human Capital Management, Leadership and Personal Effectiveness.

## NEW COURSES

As the economy progressed, MIS responded with new courses that are unique and relevant to suit market changes and demands for today's business needs. A total of 47 new courses were launched in 2013, mostly on sales and marketing topics.

MIS will continue to be a market leader in product development for the coming year, engaging our clients and keeping abreast with changing market conditions and needs.

## #1 PREFERRED SALES TRAINING PROVIDER

MIS was recently voted the No. 1 Most Preferred Sales Training Provider on HR Vendors of the Year 2013 by Human Resources magazine. This marks the fifth year MIS has been voted in this award category, sealing our reputation as the leading sales training provider in Asia. However, this is the first time in MIS history that it outperformed other competitors to be the standalone champion in this category.



## COURSE PARTNERS

### Partnership with Google Asia Pacific Pte Ltd

MIS' Executive Development successfully ran 2-Day Google Adwords and 3-Day Google Analytics course, with a total of 78 participants who attended in 2013. 41% of the participants who attended the Google Classrooms are Google Engage Agencies. Of which, 2 of them had successfully passed the Google Certified Professional (GCP) AdWords Examination. Through this collaboration, Google and MIS hope to help raise the overall professionalism of these agencies, whom in turn, will bring greater value and help grow the businesses of their clients.



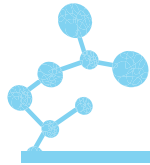
Other partners:



## CLASS GRADUATES OF EXECUTIVE CERTIFICATE IN EVENT MANAGEMENT

(4-day course held in collaboration with Australian Centre for Event Management, University of Technology Sydney)





# Event Highlights

Engaging the HR, Learning & Development Community

14 Mar 2013

## HR Breakfast Talk – Developing Effective Training Needs Analysis (TNA)

Following the successful turnout of our HR Series Talks in 2012, MIS continues to bring HR-related talks to the community. This talk was well-attended by over 50 HR professionals, and served as an effective platform to showcase MIS Executive Development Programme offerings, as well as establish contacts within the HR community.



24–26 Apr 2013

## HR Summit

A full two-day HR conference covering a wide range of topics, from employee learning & development to managing talent & innovation, with leaders of top global companies sharing their HR best practices was held in April 2013.

MIS was amongst the 50 over exhibitors who participated in this high-profile HR event. The HR Summit was a two-day conference-cum-exhibition targeting at HR professionals. MIS participated as an exhibitor to promote its corporate training course offerings and at the same time used the opportunity to establish HR industry contacts and gathered leads from potential customers. MIS' training vouchers were also given at the tradeshow to entice sign up.

Close to 300 people visited the booth where they were given brochures and information on MIS Executive Development Programmes, membership events and privileges, as well as continuing education courses.





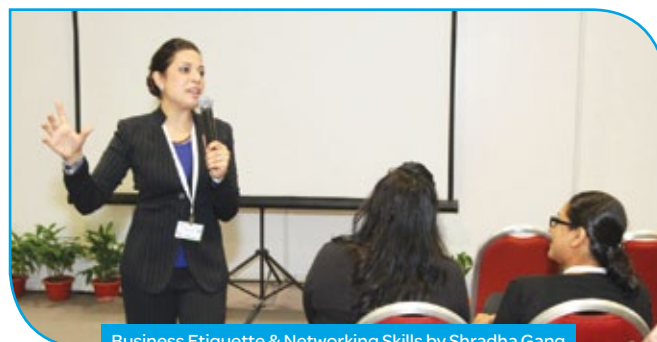
# Outreach Activities & Events



## MIS Talks @ Singapore Gifts Show 2013



Online Video by Ang Eu Gene



Business Etiquette & Networking Skills by Shradha Gang

Participated in Special Feature Guides:

## Headhunt Executive Education Guide 2013 & HRM Corporate Training Guide 2013



## Partnerships and Collaborations

MIS also partners with external parties to bring special workshops, new course offerings and to extend the reach and exposure of our training courses. These include:

- Singapore Workforce Development Agency (WDA)
- Google Asia Pacific
- University of Technology Sydney (Australian Centre for Event Management)
- Econsultancy
- Sandler Sales Training Institute
- SAFRA
- Vital.org
- JobsCentral



# Marketing Institute of Singapore Training Centre

“MISTC’s sales and marketing course is industry focused and taught by good lecturers. The education I got has enabled me to quickly match up to the demands of my job. The lecturers were understanding of our time constraints as adult learners. I really appreciated that.”

**Ms Loke Lai Cheong**

Bachelor of Arts (Hons) in Marketing  
University of the West of England

Sales and Marketing Manager at a Bakery Company



# About MISTC



MISTC's reputable name and strong track record drew me to enrol in the programme. A structured course layout and experienced lecture that keep students abreast with the latest marketing knowledge and trends allow working professional like me to stay competitive.

**CHAI KOK PIN**

The University of Buckingham Bachelor of Science (Hons) in Business and Management  
Part-Time Student (Singapore)

The quality of a programme is only as good as the lecturers teaching it. At MISTC, the lecturers are extremely helpful and are always willing to share their rich industry experience. They helped me get a thorough understanding of International Trade, both from theoretical and industrial point of view. It helps that MISTC maintains smaller class size compared to other private institutions. I always feel that my lecturers are giving me ample attention and they are helping every student in the class.

**YAP WAN YING**

University of the West of England Bachelor of Arts (Hons) in International Business  
Part-Time Student (Singapore)

There are three factors that made MISTC great: good curriculum, experienced lecturers and effective course materials. It gave me ample knowledge of the marketing discipline and the confidence to apply what I learnt in my job in the future.

**WAI YAN AUNG**

The University of Buckingham Master of Science in International Marketing Management  
Full-Time Student (Myanmar)

A conducive learning environment is very important for me. MISTC has the right combination of great teachers, helpful staff and good facilities for studying. The lecturers are truly professional! They use a variety of teaching techniques just to ensure that we learn the concepts well.

**DONG CHENG YUAN**

University of the West of England Bachelor of Arts (Hons) in Marketing (Top Up)  
Full-Time Student



## THE TRAINING CENTRE

Registered with Council for Private Education and awarded 4-year EduTrust certification, Marketing Institute of Singapore Training Centre (MISTC) is the training arm of Marketing Institute of Singapore (MIS). MISTC continues to offer quality academic programmes in partnership with The University of Buckingham and University of The West of England (UK). The partnership with the two world renowned universities have produced a total of 3 first class honours graduate in year 2013.

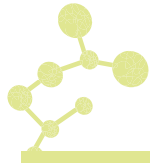


University of the  
West of England



THE UNIVERSITY OF  
BUCKINGHAM

MISTC nurtures students while developing them into enterprising, innovative individuals. Outside classroom, it actively engage student in multi facets of activities and programmes that are not just all rounded, but exciting as well.



# Open House

## CONTINUING EDUCATION

Our students are motivated learners – the lifeblood of the organisation. Driven by the strong vision of Creating and Connecting Marketers, MISTC believes in developing marketers holistically within a robust academic framework as well as character building and development.

### MISTC Open House

So as to keep members of the public better informed of our relocation, MISTC open house was held on 6 July 2013 with an entire day fully packed with informative and fun activities. Nothing beats making a personal trip down to get a feel of the brand new campus and its convenient location. The programme of the day includes Career Talks, MISTC Idols and Flea Market. Visitors also enjoyed special open house promotions if they sign up for courses on-the-spot.



MISTC Welcomes you – MISTC Open House



What's After 'O' / 'A' Level by Ms Nora Jamali



Grooming for Interview Talk by Ms Suzanne Zheng



Resume and Interview Skills Talk by Mr Joseph Chng

The highlight of the event was MISTC Idol contest. So as to create greater buzz to the event, this was the first time the singing contest was made part of the open house programme. 3 outstanding singers were emerged among the 11 contestants.



(L to R) 2nd Runner Up – Huang Siqi, Former Director of Continuing Learning, Mr Vincent Guok, Champion – Nguyen Thi Quynh Mai, Ami and 1st Runner Up – Wu ZiQian, William

MISTC Idol is open to all aspiring singers who wish to showcase their talent. Joining the competition helps to strengthen confidence level of the students. MISTC was also able to showcase to the public that students are all-rounders.

### MISTC IDOL:

We congratulate our winners for this year:

Champion - Nguyen Thi Quynh Mai, Ami

1st Runner Up - Wu ZiQian, William

2nd Runner Up - Huang Siqi





# Outreach Channels



## ONLINE AND OUTDOOR ADVERTISING

This year, we have expanded our outreach effort by undertaking more broad-based marketing strategies that go beyond the traditional mediums of prints. As part of this dynamic industry, we have to keep abreast with the industry trends and be seen where our target audience goes. Some of our exciting initiatives include MRT in-train panel, radio and online advertisements.

## MRT IN-TRAIN PANEL ADVERTISING

4 weeks in-train panel advertisements were placed on a total of 8 trains running through East-West and North-South from 31 Oct to 17 Nov 2013.

**BE WITH US AT THE FOREFRONT OF MARKETING AND BUSINESS**  
CREATING AND CONNECTING MARKETERS

**mis**  
Marketing Institute of Singapore  
Training Centre

**WHY STUDY AT MIS TRAINING CENTRE?**

- ✓ Join the ranks of countless successful graduates produced since 1993
- ✓ Advance to the First Year honours degree programmes from the Diploma in Sales and Marketing Management programme
- ✓ Distance learners will earn an honours degree with a top-up of 3 modules
- ✓ A 3.5 year fast-track to the honours degree programmes for 'D' and 'A' level certificate holders
- ✓ Competitive fees guaranteed

(65) 6411 1711 | education@mis.edu.sg | www.mis.edu.sg

**BUSINESS / MANAGEMENT**

- Master of Science in International Management
- Master of Business Administration
- Bachelor of Arts (Honours) in International Business (Top-up)
- Bachelor of Science (Honours) in Business and Management
- Diploma in Business Management

**MARKETING / SALES**

- Master of Science in International Marketing Management
- Graduate Diploma in Marketing
- Bachelor of Arts (Honours) in Marketing (Top-up)
- Diploma in Sales and Marketing Management
- Certificate in Sales and Marketing

(65) 6411 1711 | education@mis.edu.sg | www.mis.edu.sg

**mis**  
Marketing Institute of Singapore  
Training Centre

## RADIO

So as to promote MISTC Open house, we also have a 10 seconds spots radio advertisement in Power 98.7fm for a period of 10 days. This new initiative was undertaken to reach out to people who spend more time on air.



## ONLINE MARKETING

Banner advertisements bearing MISTC logo and students were placed on various online sites for a 3 months period. Students from a diverse range of profile and qualification were chosen to be models for the photoshoot, so as to reflect the diversified student population in MISTC.



## WEBSITE

In line with the rebranding campaign, MISTC launched its independent website on Oct 2013, with a complete new outlook. The new website is fresher, more vibrant and up-to-date. MISTC aims to attract the two main markets namely youths (full-time foreign students) and professionals (part-time working adults). The new website facilitates easier navigation for potential students in obtaining information on MISTC courses.



# Graduation Ceremony 2013



MISTC 46th Graduation Ceremony was held on the 11th May 2013 at the NTUC Auditorium. There were a total of 440 graduands from MISTC Proprietary and University Programmes who were conferred their certificates. This year marks the final batch of Northumbria University and first batch of the University of Buckingham graduands.



Two valedictorians identified by MISTC spoke during the graduation ceremony. They have both performed remarkably well, with first class honours in their respective programmes.



**MERKEL, JAMEY LOUIE (MR)**

**Northumbria University**

Bachelor of Arts (Hons) in Marketing Management (Part-Time), 17<sup>th</sup> intake (formerly MISTC Diploma in Sales and Marketing award winner)



**ANG YI LING EVANGELINE (MS)**

**The University of Buckingham**

Bachelor of Science (Hons) in Business and Management (Full-Time), 1<sup>st</sup> intake



# Student Activities

The Institute endeavours to provide holistic formation to all the students by developing the full potential of the individuals through various student development programmes and services. These are being handled and offered by the Student Affairs Department. To achieve the goal, student activities that cover Academic Enhancement, Character Building, Cultural Immersion and Physical Development were organised in 2013.

## ACADEMIC ENHANCEMENT

Career Awareness Talk was organised to assist students on choosing the right career path upon graduation. The talk covered some activities that assessed students' interest that relates best to their personalities which are indicators of their preferred career options.



## CHARACTER BUILDING

The highlight of this year's activities is the launch of the MISTC Student Council. Students with leadership qualities from different programmes were identified to take on this role. They were tasked to help the rest of the student body as well as spearheading and implementing students' activities for the cohort. Students were sent for training programmes to further hone their leadership skills. The institute not only promotes academic achievements of students, but also their character and work-ready skills set.





### PHYSICAL DEVELOPMENT

MISTC give importance to our student's health by promoting activities that will develop their strength and stamina.

This year, MISTC is one of the official supporters of the 21st Run for Hope on 17 November 2013, an annual run organised by Four Seasons Hotel Singapore, Regent Singapore and the National Cancer Centre Singapore (NCCS). The event was to raise much-needed awareness and support for cancer research.



### CULTURAL IMMERSION

A series of programmes and engagement opportunities were organised to expose students to the diversified and multi-racial aspects of Singapore. Students have visited places of interest such as Kampong Glam Mosque, Arab Street, Chinese Temples and Kusu Island for this purpose. During the tours, students were educated on the history of the significant landmarks in Singapore. These tours had not only enriched their knowledge of Singapore, but also strengthened their bonds through the activities and games.



# Staff Are Our Most Valuable Assets

At MIS, we believe that Happy Staffs = Happy Customers





# Bowling Challenge & Eco Tours



## OUR MOST VALUE ASSETS

Employees are MIS' greatest assets, they are our competitive advantage. MIS provide staff with encouragement, stimulus and make them feel that they are part of the company's mission.

15 Mar 2013

## Bowling Challenge

Once again, the Institute held its MIS Bowling Challenge at Kallang Leisure Park. The aim was to promote a healthy work-life balance among our employees by creating a platform for team bonding and networking.



A group photo before game starts



Staff getting excited to show off their 'rolling' skills later!

12 & 19 Jul 2013

## Eco Tours

At MIS, we recognise the importance of environmental awareness among our staff. This year, we held an Eco tour to increase environmental friendly awareness and equip our staff to make more environmental friendly choices in their daily lives. The tour was hosted by Siloso Beach Resort.



Freshest smiles come after inhaling all the fresh air from the nature walk.



Siloso Beach Resort's crew imparting environment awareness to MIS staff.





# Health Screening & Staff Retreat

11 Sep 2013

## Health Screening

Healthy staff equates to happier and more productive employee. MIS take prides in our staff well-being. A complimentary Health Screening was held for staff on 11 September 2013 jointly with Central Corporate Wellness. The session aimed at providing staff with insights on their health conditions and preventive measures. Staff were also given preferential rates if they were to sign up for in-depth health screening.



Health screening in progress



Staff waiting for their turn to take health screening

20 Sep 2013

## Staff Retreat

A company's employees are its greatest assets. At MIS, we strongly believe and honour this saying. After a successful year of hard work, staff were brought out for a day of fun under the sun and sea! On a Friday morning, Sentosa Palawan Beach was filled with a bunch of MIS staff with their black and red polo Tees! Team building games such as sand castle building were organised with the purpose of strengthening the bond of staff from the various departments. The day ended off with a trip to the most exciting theme park in Singapore, Universal Studio!



The choo-choo-train ice-breaking game



Yummy food was served before start of the game!



One of the magnificent structures built with teamwork, perspiration and lots of wild flowers and branches.



Last stop of the day, Universal Studio Singapore with Kungfu Panda!



# Health Talks & Zumba Classes



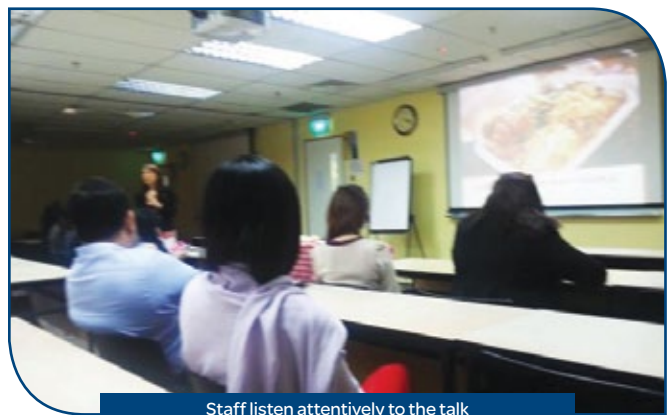
17 Oct 2013

## Health Talk – Quick Meals for Busy People

White collar workers are often racing with time and hence it often came to them that preparing healthy food is such a hassle in their daily life. To counter that thinking, MIS organised a Health Talk – Quick Meals for Busy People on 17 October 2013. The purpose is to encourage our staff to adopt healthy living and staying positive!



Staffs hand-ons in making some healthy cuisine and assisted by the trainer.



Staff listen attentively to the talk

1 Oct - 13 Dec 2013

## Zumba Classes

Staff were introduced to a cardio workout called Zumba - fast pace dancing to Latin rhythms. For an hour on every Tuesday evening, one of the classrooms was transformed to a dance studio. Staff got their hearts pumping as they grooved to the Latin music, keeping fit and healthy at the same time!

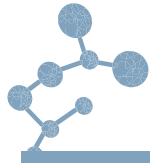


Staffs were following the moves from the instructor. Well done and keep it up!



Let the adrenaline rush as you shake!





# Staff Sharing Session & Lights, Camera, Actions Workshop

16 Jul, 25 Sep & 24 Dec 2013

## Staff Sharing Sessions

3 MIS staff sharing sessions were organised in 2013 to provide regular updates on the Institute's development such as future plans, rebranding exercise, new staff and etc. This also serves as platform where staff can feedback on their thoughts about MIS plans and give their valuable suggestions.



Bhavik Bhatt, Chairman of Marketing Committee updating staff on the exciting rebranding exercise that was going to take off.

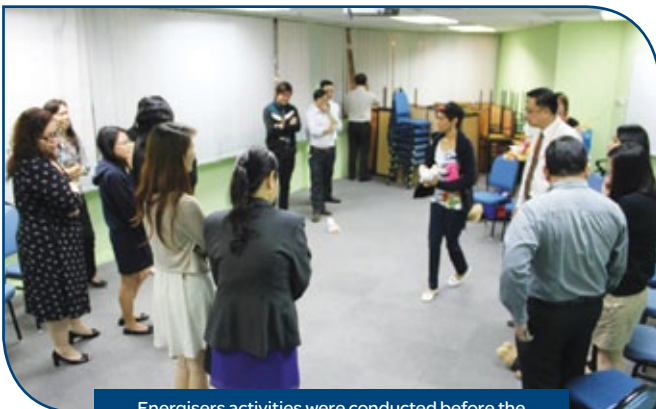


Staff listening attentively to the speaker

17 Dec 2013

## Lights, Camera, Actions Workshop

So as to help staff to better manage stress and find creative ways to cope, a fun and lively drama workshop was conducted at MIS to instill creativity and spontaneity in the staff.



Energisers activities were conducted before the start of workshop



Group photo with the trainer, Miss Ranesh





# Year End Party 2013



24 Dec 2013

## Year End Party 2013

In conjunction with Christmas, MIS Year End party was a yearly affair organised by the HR department in appreciation of the hard work put in by staff for the year. There were many fun-filled games of which attractive prizes were given away as well as singing of christmas carol. The main highlight of the party was the best dressed santa clause, snow man or christmas tree competition that has hyped up the festive mood of the celebration. Everyone had a good laugh to usher in Christmas and year 2014 ahead!



Staff singing Christmas carols



The "Christmas Trees" parading MIS Executive Lounge.



## STAFF APPRECIATION AWARD 2013



Ms Karen Tan, Executive Development Services



Mr Abdul Malik, Corporate Services



Ms Joanne Lum, Corporate Services



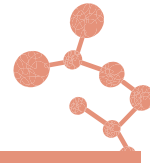
A group photo to close the party!

# Corporate Social Responsibility





# MIS Cares with Bishan Home - HiPPO Style!



MIS does not just deliver industry relevant programmes and courses, we engage in corporate social responsibility acts and use our core competencies to give back to the society. MIS is committed to be a socially responsible organisation as we have contributed to the society through sponsorship, donations drives, charity dinner ball and community events over the years.



2013, we did even more, by helping not only the locals, but also those who needed our help across the border.



Staff, members and volunteers took their Friday evenings out and brought a colourful and lighted Christmas to 30 Bishan Home residents on 13 December 2013. This was definitely not the usual Christmas about caroling or log cakes but a game of scissors, paper, stones and a lighted city tour on the HiPPO bus. This experience brought a different perspective to the staff, members and volunteers. The smiles of the residence are from the hearts and their affections are genuine. Despite their disabilities, it is surprising how easily they are able sneak into our hearts and give us a reason to smile instead of the other way round. What a way to kick start a new year!



Staff, members and volunteers were paired up with the residence



Residence formed a human train to play the simple ice breaking game, Scissors, Paper, Stone.



On board the HiPPO bus, the residence were amazed by the spectacular Christmas light up along Orchard Road

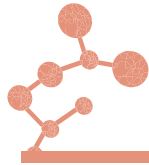


Everyone had a blast and here's a photo for memory.



A smile, means everything is worth it.





# Philippines Typhoon Haiyan Relief Effort

MIS co-organised a donation drive with Essential Werkz Pte Ltd in late November 2013. The aftermath of the horrendous natural disaster – Typhoon Haiyan affected millions of people in Philippines. The relief exercise which called for the members of the public to contribute mainly blankets, towels and dry food was carried out over a period of 2 weeks. Donation cans were placed at the main lobby of MIS building where public can drop off their donation items. All donations were channelled through Philippines Marketing Association, which was spearheading the relief efforts and contributions by National Marketing Associations of 13 countries (represented by MIS in Singapore). MIS' Corporate Social responsibility has extended across the border this year.

The donation drive successfully collected a few thousands of donation items from public, staff as well as members of MIS. Additionally, 11 hunks from Mister Asian International 2014 representing various countries and places around the world were present to create awareness by distributing flyers to the passerby. They were also actively helping to sort out the donation items to ease the transportation process.

Every little bit matters. The relief effort conveyed the message that MIS CARES and we hope to shed some light amidst the darkest days of the victims of Typhoon Haiyan.



2 hunks from Mister International 2014 were distributing flyers to the passby.



The donation items were sorted in categories to ease transportation and distribution.



The boys were in action! Packing and sorting the donation items.



# Meaningful Christmas at Lions Befrienders



At MISTC, it is crucial to instill the value of being social responsible to our students. It can be achieved by exposing students to activities that develops their empathy and awareness to the less fortunate. On 6 Dec 2013, MISTC students were gathered at Lions Befrienders at Tampines to bring some festive joy to the seniors. They acted like Santa Clause by distributing food and daily necessities to the seniors at the association.

What's Christmas without music and fun? MISTC students ignited the playful, out-going and free spirit of the seniors through a variety of activities such as Christmas caroling, Magic Tricks performance and Bingo Game. This Christmas was made extra special by sprinkling hope and joy in the lives of others.



MISTC students distributing the pre-packed Items to the seniors of Lion Befrienders .



Magic tricks in progress...



Merry Christmas!



Christmas caroling lead by MISTC staff, Rose Ariane, from Student Admin.



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