



Marketing Institute  
of Singapore



# Annual Report --- 2015



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# About Marketing Institute of Singapore

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**Marketing Institute of Singapore (MIS)** has been creating marketers and building a community of Marketers since 1973. As the national body of marketing, we have trained more than 50,000 Sales & Marketing Practitioners through our programmes.

We have been going strong for more than 40 years building the marketing fraternity by enhancing knowledge, enlarging networks and creating opportunities for businesses.

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## Membership Services

*Connecting a Community of Marketers*



MIS is the one place that connects members to the largest fraternity of sales & marketing professionals in Singapore. Through the regular, high-quality networking events it organises, the Institute has become a hub where marketers congregate, network and exchange knowledge. Whether one is looking to expand their network of like-minded peers, or keen to build their knowledge in the dynamic field of marketing, MIS have the connections to steer them and their organisation in the right direction.

## Executive Development Services

*Learning & Development for Professionals and Corporations*



MIS also plays a leading role in providing training, learning & development solutions to professionals and corporations in Singapore and around the region. A comprehensive range of Executive Development Programmes is offered that caters to the skills upgrading and professional development needs of executives and managers to keep themselves abreast with industry trends, knowledge and skills. Its custom-designed training programmes also help organisations identify gaps in their workforce competencies and optimise training ROI by tailoring a curriculum to its specific training needs & goals.

## Continuing Education Services

*Providing A Nurturing Environment for Academic and Personal Excellence*



MIS Training Centre offers students a quality and holistic education by imparting comprehensive knowledge in the different aspects of business. Driven by a strong vision of Creating and Connecting Marketers, the Institute believes in promoting marketing as a philosophy and developing students holistically within a robust academic framework. The qualifications awarded by MIS Training Centre are well-regarded and recognised, especially in the fields of Business Management, Sales and Marketing.

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# Vision, Mission & Connections



## **Vision**

Creating Marketers

## **Mission**

Connecting a community of marketers  
Creating marketers through quality education

## **Core Values**

Trust  
Enterprise  
Teamwork  
Passion  
Service Quality  
Innovation

## **Regional Connections**

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.

# Message from the President



**THROUGH VARIOUS PATHWAYS** to learning provided by the various business entities, Marketing Institute of Singapore is a rich gathering of minds, a vibrant hub for the sharing of experience, ideas and perspectives. As the Institute progresses into 2016, it has a fair share of ups and downs which call for review and refocus.

## **The function of Connecting Marketers**

The Institute continues to uphold our mission of connecting a community of marketers through membership events. Last year, Membership services was involved in various industry engagement programmes in bringing even more industry relevant seminars to members and marketers. We worked with the two major telecommunication companies, Singtel and Starhub, in organising various joint networking seminars in addressing digital marketing issues that concern marketers today. That is not all, we also breakthrough from small seminars to forums at the national level. Brand Finance Forum 2015, jointly organised by MIS and Brand Finance Asia Pacific, was considered one of the most memorable and successful events in the year. As part of the forum, a Memorandum of Understanding was signed to formalise the collaboration framework between MIS and Brand Finance in delivering a series of professional development training programmes in the area of managing economic return on investment. The event saw a great turnout of close to 200 C-suite executives.

## **The function of Executive Training**

With Singapore's cosmopolitan talent pool and varied business landscape, there is an insatiable need for professional development courses. Executive Development Services in MIS offers training solutions to serve the needs of executives as they look to stay competitive in the workplace.

There was a significant growth in Executive Development Services department, due to the expanded spectrum of programmes being offered. With a total of 250 programmes conducted in the year, the institute's objective is well aligned with the government's efforts to promote skills upgrading and retraining. To add a feather to its cap, MIS' Executive Development has record sales for 2015.

Furthermore, MIS' Executive Development was voted by HR professionals as Best Corporate Learning & Development Provider in HRM Asia Readers' Choice Awards 2015, as well as the Best Sales Training Provider (bronze) in HR Vendors of the Year 2015 by Human Resources magazine. These awards further reaffirmed MIS' reputation as the leading sales training provider in Singapore and Asia.

### **The function of Nurturing**

At MIS Training Centre, our student's dynamism goes beyond academia. The institute also promotes character building and work readiness which is more relevant to today's workplace requirement. 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. In the year 2015, we have produced two First Class Honours graduates from The University of Buckingham and University of the West of England.

2015 has continued to be another challenging year for all private schools, whereby all players, big and small, face immense pressure in a very saturated private education industry. The private education industry is undergoing a shake-up as both local and international students are seeking other avenues for their continuous education. Sadly, at least 10 schools have exited the industry due to continuous falling student enrolment. The depressing market condition of the private education industry has made it economically challenging for MIS Training Centre to sustain its student numbers.

After comprehensive strategic reviews and extensive deliberation, the Executive Council, with the endorsement of The Senate, decided it is in the best economic interest of MIS Training Centre to withdraw from the industry to re-focus its effort and resources on its core strength – training and development of human capital.

### **Towards 2016**

Stepping forward, I would like to encourage all members to make full use of the resources offered by the institute to help them meet the challenges of the new marketplace and explore avenues for new or improved ways of doing marketing.

With the launch of WDA's SkillsFuture Credit in January 2016, we believe many Singaporeans will capitalise on this opportunity to upgrade themselves. As such, we are confident that there will be an influx of registration for MIS courses under the SkillsFuture Scheme. Moving ahead, MIS will continue to support and be part of this national initiative in catering to the continuous development and growth needs of Singaporeans.

Also special thanks to the members of the Executive Council and management for leading the institute for another challenging year.

**Mr Roger Wang**

President

Marketing Institute of Singapore

# 42<sup>nd</sup> MIS Executive Council



**President**  
Roger Wang



**1<sup>st</sup> Vice-President**  
Bhavik Bhatt



**2<sup>nd</sup> Vice-President**  
Lee Kwok Weng



**Honorary Secretary**  
Dean Shams



**Assistant Honorary Secretary**  
Leonard Zuzarte



**Honorary Treasurer**  
Paul Lim



**Assistant Honorary Treasurer**  
Lydia Neo



**Co-opted Council Member**  
Alex Lim



**Co-opted Council Member**  
Freddy Tan



**Co-opted Council Member**  
Gerry Gabriele Seah

*(Effective 21 May 2015)*



# 22<sup>nd</sup> MIS Training Centre Executive Council



**President**  
Roger Wang



**1<sup>st</sup> Vice-President**  
Bhavik Bhatt



**2<sup>nd</sup> Vice-President**  
Lee Kwok Weng



**Honorary Secretary**  
Dean Shams



**Assistant Honorary Secretary**  
Leonard Zuzarte



**Honorary Treasurer**  
Paul Lim



**Assistant Honorary Treasurer**  
Lydia Neo



**Council Member**  
Veronica Jayaram



**Co-opted Council Member**  
Alex Lim



**Co-opted Council Member**  
Freddy Tan



**Co-opted Council Member**  
Gerry Gabriele Seah

*(Effective 21 May 2015)*



# Honorary Secretary's Report

## Annual General Meeting

MIS and MIS Training Centre held their respective 42nd and 22nd Annual General Meeting (AGM) on Friday, 30 March 2015 at the MIS Executive Lounge. Minutes of the AGM for 2014 and the 2014 Financial Report of both MIS and MIS Training Centre were read and passed.

## Meetings of the MIS & MIS Training Centre Executive Council

The 42nd MIS Executive Council and 22nd MIS Training Centre Executive Council held regular meetings from April 2014 to March 2015.

## Senate

The Senate is an Advisory and Consultative Committee to the Executive Council on the management of the Marketing Institute of Singapore and the development of long-term goals and strategies for the institute.



## MIS and MIS Training Centre Committees



**Mr Dean Shams**

Honorary Secretary, MIS and MIS Training Centre

# 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,
- Finance Committee,
- Human Resource 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 not to act in conflict or to hold, assume or intentionally accept a position in conflict of interest with his obligations to MIS unless disclosed and approved by Executive Council.

### EXECUTIVE COUNCIL FOR 2015

Marketing Institute of Singapore Council Meeting  
– Total 5 meetings held

Name	Position	Total 5 Meetings
Roger Wang Wei Seng	President	5
Bhavik Bhatt	1st Vice President	4
Lee Kwok Weng	2nd Vice President	4
Dean Shams	Honorary Secretary	5
Leonard Zuzarte	Assistant Honorary Secretary	3
Paul Lim	Honorary Treasurer	1
Lydia Neo	Assistant Honorary Treasurer	3
Alex Lim*	Co-opted Council Member	1
Gerry Gabriele Seah*	Co-opted Council Member	1
Freddy Tan*	Co-opted Council Member	1

*\*Co-opted into the MIS Executive Council in May 2015.*

Marketing Institute of Singapore Training Centre  
Council Meeting – Total 5 meetings held

Name	Position	Total 5 Meetings
Roger Wang Wei Seng	President	5
Bhavik Bhatt	1st Vice President	4
Lee Kwok Weng	2nd Vice President	4
Dean Shams	Hon Secretary	5
Leonard Zuzarte	Assistant Hon Secretary	3
Paul Lim	Hon Treasurer	1
Lydia Neo	Assistant Hon Treasurer	3
Veronica Jayaram	Council Member	3
Alex Lim*	Co-opted Council Member	1
Gerry Gabriele Seah*	Co-opted Council Member	1
Freddy Tan*	Co-opted Council Member	1

*\* Co-opted into the MIS Training Centre Executive Council in May 2015.*

**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 MIS Training Centre .

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 The Singapore Marketer magazine.

#### **Principle 11: Risk Management and Internal Controls**

Annual audit of the financial statements of MIS is done by the appointed external auditors, RSM Chio Lim.

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 12: Audit Committee**

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

#### **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.

#### **Principle 13: Audit**

Audit of EduTrust requirement of MIS Training Centre for 2015 was conducted by the appointed external auditor, EDUValue.

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

#### **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.

#### **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:**

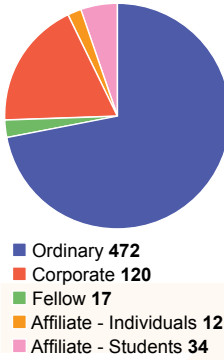
- a) This report covers both MIS and MIS Training Centre unless indicated otherwise.
- b) The term 'he' and 'his' cover both the genders.

# 2015 Key Statistics

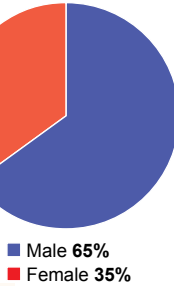
## MEMBERSHIP

\*Figures as at 31 December 2015

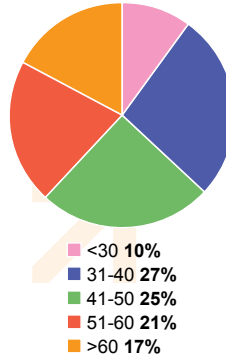
By Membership Type



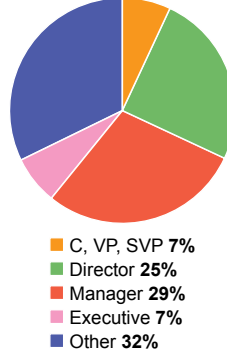
By Gender



By Age Group



By Level



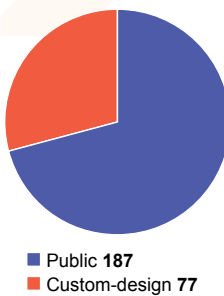
By Programme



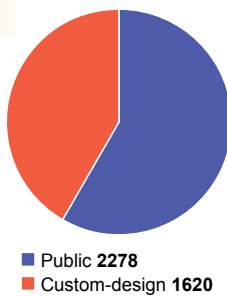
## EXECUTIVE DEVELOPMENT SERVICES

Total of 3,898 course participants

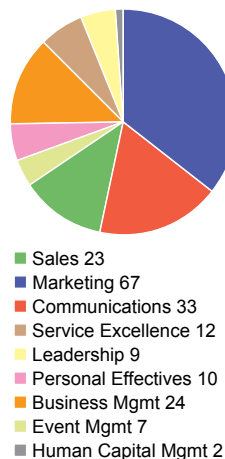
No. of courses ran



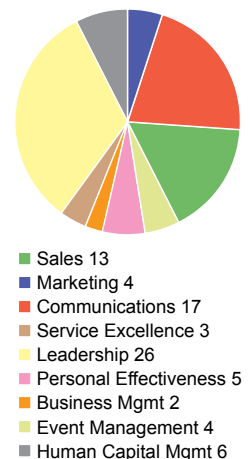
No. of participants trained



Breakdown of public courses by category



Breakdown of custom-design courses by category

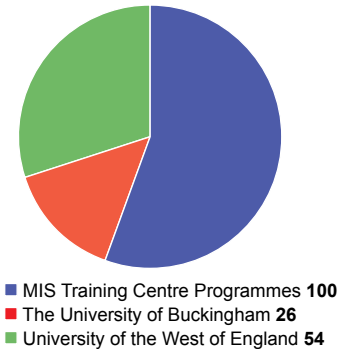


## CONTINUING EDUCATION

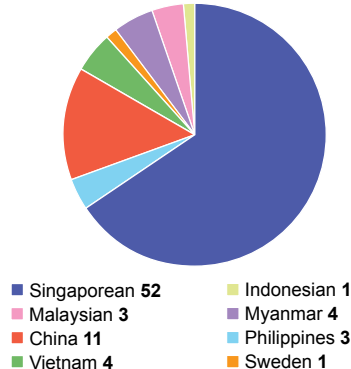
Students Figure: 79

Number of Graduates: 180

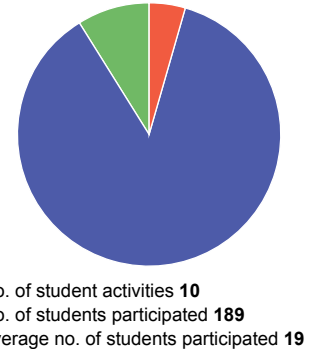
Graduates Breakdown



Student Demographics



Student Activities



### First Class Honours for 2015

The University of Buckingham - Bachelor 1  
University of the West of England - Bachelor 1

### Merit for 2015

The University of Buckingham - Master 3



# Membership Services



# Membership Services

## MIS-BRAND FINANCE FORUM 2015 Inside Out – Emergence of technology and customer centricity 30 September 2015, STI Auditorium

Attended by close to 200 C-suite executives and senior managers, Brand Finance Forum 2015 was jointly organised by MIS and Brand Finance Asia Pacific on 30 September 2015. The Forum which explored both theoretical and practical issues surrounding brand strategy, brand building and thought leadership was themed Inside Out – Emergence of technology and customer centricity. Distinguished speakers from organisations such as IBM, Standard Chartered Bank, Nanyang Business School and many more spoke at the Forum.

The Forum also marked another important milestone for MIS and Brand Finance Asia Pacific with the signing of Memorandum of Understanding (MOU). A MOU was signed to formalise the collaboration framework between MIS and Brand Finance in delivering a series of professional development training programmes in the area of managing Economic Return on Investment (ROI) which will assist to bridge the gap between finance and marketing.

To conclude the forum, a presentation of the Brand Finance League Findings and Reveal of the Top 100 Singapore Companies was seen, followed by an award ceremony. DBS Bank emerged the first position in the ranking.



Opening Address by Mr Roger Wang, President of MIS.



Opening Address by Mr Samir Dixit, Managing Director of Brand Finance Asia Pacific.



The forum was well-attended by close to 200 C-suite executives.



Panel Discussion with panelist members (L-R)

- **Bhavik Bhatt** (Moderator)
- **Professor Gemma Calvert**, Director for Research & Development Institute on Asian Consumer Insight (ACI), Nanyang Business School, NTU
- **Ajay Kushwaha**, Manager — Client Technical Sales, Commerce, IBM ASEAN
- **Nick Fawbert**, Managing Director (Asia), Brand New Media
- **Damien Cummings**, Global Head — Digital Marketing, Standard Chartered Bank
- **Samir Dixit**



Signing of MOU between Brand Finance Asia Pacific and Marketing Institute of Singapore.



The top 10 award recipients for Brand Finance League.



## MIS-SINGTEL INDUSTRY NETWORKING EVENTS

Two networking events jointly organised by MIS and Singtel were held in 2015. Speakers were invited to speak on topics related to Digital Marketing and Analytics during the sessions. Industry practitioners not only had the opportunity to network, but also post questions during the Q&A sessions.

### » Harnessing Digital Marketing and eCommerce to Enhance Customer Engagement

30 January 2015

The seminar focused on digital media and user-generated content. Speakers at the seminar also shared on how business models of organisations need to adapt quickly to changes in the ways things seem to work for the past decade. Members learnt how they should take on the challenge of e-commerce and handle the

online opportunities.

The seminar, held at Google premise, was well attended by more than 80 members. The seminar concluded with a tour of Google Workplace and a networking session.



Connections are formed through the networking session before and after the seminar.



Almost full house attendance for the seminar.



Ms Lydia Neo, MIS' Assistant Honorary Treasurer, was exchanging ideas with a participant.



Everyone was amazed by the creative lego wall at Google office.

### » Using Analytics for Smarter Business Decisions

27 October 2015

The seminar enabled our members to gain better insights about customers' behaviour and preferences that will allow them to communicate with customers more effectively. Members also

had the opportunity to learn how to increase digital presence and give business a sharper competitive edge. More than 70 participants attended the seminar.



The speaker, Mr Ivan Wong of QCG.



The eager-to-learn attendees of the seminar.



The speaker, Janice Ong of Managed Network Services, Singtel.



President of MIS, Mr Roger Wang (centre) and Executive Director of MIS (right) were having a chat with the participants.

## MIS-STARHUB JOINT NETWORKING SEMINAR

### » Adopting a Data-Driven Marketing Approach to Customer, Context and Conversion

27 October 2015

Held at The Working Capital, the event was the first joint networking seminar jointly organised by MIS and StarHub. Speakers from StarHub shared on ways of using data driven marketing

and how it has evolved to become an integral part of a marketer's decision-making process in today's technologically advanced world. We saw a good attendance of 60 members.



Dr Lim Woo Lip, Vice President, SmartHub, StarHub Ltd shared his tips on data driven marketing.



The participants were engrossed in the session.



Panel discussion was part of the programme and participants were encouraged to ask questions.



The networking session to exchange knowledge and tips.

## FENG SHUI TALK

### » Conquer Your Success in 2015

10 February 2015

Besides industry knowledge, success is attributed by other factors as well. Conquer Your Success in 2015 Feng Shui talk held on 10 February, was a good lead up to Chinese Lunar New Year. Master Chan Chi Tim, a qualified and

experienced consultant and instructor in Chinese Metaphysics, specialising in BaZi and Feng Shui was invited to share on the Outlook of the different zodiacs in the Year 2015. The talk was attended by close to 40 participants.





## MARKETING GURU TALK

MIS continually strive to seek industry practitioners from various industries to provide real-life case studies and perspectives to the members, students and public through the marketing guru talks. Besides knowledge sharing, these talks serve as an avenue for like-minded individuals to exchange knowledge and connect on a professional level.

A total of seven Marketing Guru Talks were organised in 2015. We maintained a steady stream of knowledge hungry participants for the talks that amounted close to 400 attendees.

These talks provided insights into a wide spectrum of industries like Digital Marketing, Branding and Video Marketing. Other topics like Crowdsourcing, Mobile Marketing and Neuromarketing were also explored.



22 Jan 2015

### » The Content Marketing Revolution

**Graeme Somerville-Ryan**

*Marketing and Business Development Director*

*Wikborg, Rein & Co., Media Relations, PR and Communications*



05 Feb 2015

### » What every Marketer needs to know about Crowdsourcing

**David Bebko**

*CEO and Co-founder, CrowdWorks, Inc.*



16 Apr 2015

» **Soundtrack Your Brand with Spotify**

**Jonathan Nadiranto**

*Sales Director of Asia, Spotify*



13 May 2015

» **Become an Irresistible Brand with Neuromarketing**

**Professor Gemma Calvert**

*Director for Research & Development, Institute on Asian Consumer Insight (ACI)*



17 Jun 2015

» **Harness the Power of LinkedIn for Business**

**Chris J. Reed**

*Global CEO, Black Marketing*



20 Aug 2015

» **Bridging the Digital Divide between Online Marketing and Inbound Calls**

**Gunther Scherz**

*Director, AVANSER*



## MARKETING OUTREACH

### » The Singapore Marketer

MIS' official publication, The Singapore Marketer, offers in-depth analysis of current marketing strategies, ideas and concepts that concern marketer's today. The quarterly print publishes contributions from sales and marketing experts and keeps our readers at the cutting-edge of the industry. The 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 marketing practices.

Our publication underwent a revamp in April this year. We have revitalised the look and feel of the magazine to present a classy and modern outlook. We have also re-invented the size of the publication to something that is easy to bring around and kept in handbags.



*Previous look, before the revamp.*



*Current look, with a modern appearance and compact size.*

### » E-newsletter

Our e-newsletters were previously known as E-Marketer. Starting from July this year, we have rebranded our e-newsletter to target at the three main groups namely members, PMEBS and students.

MIS Connect serves to update our members and subscribers on the upcoming events that will provide a wide perspective on the latest industry trends and practices as well as latest membership updates. MIS Exec, on the other hand, provides informative updates on blockbuster programmes and upcoming courses. MIS Edu keeps our students and prospective students updated on the latest courses and events.



*MIS Connect*



*MIS Exec*



*MIS Edu*

### » Facebook Page

MIS Facebook page remains an effective platform for MIS to broadcast latest events and activities. As of December 2015, we have a strong fan base of more than 7,500 members.



# Executive Development Services



# Executive Development Services

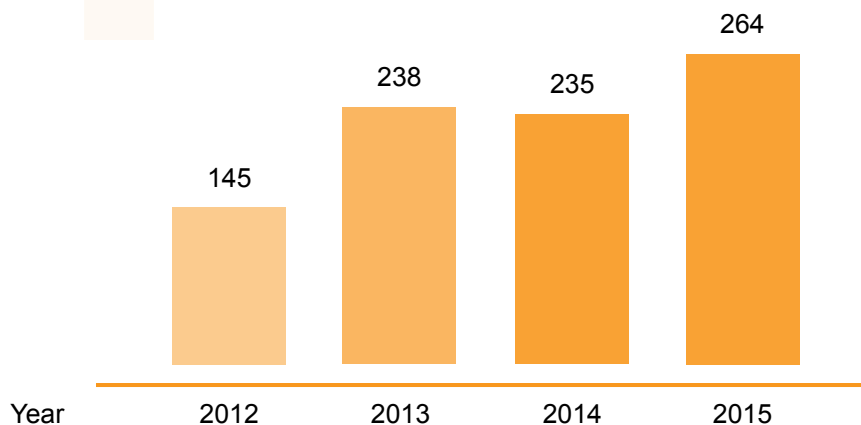
As the strategic training partner to organisations, MIS' Executive Development Services continued to gain traction year-on-year, with a growth of 22% in sales revenue as compared to year 2014, a commendable feat as a result of constant product innovation and staying relevant to the needs of the training market.

MIS caters to the corporate training, learning & development needs of working professionals across all industries, assisting managers and

executives of different levels in upgrading their skills set and sharpening their competencies.

In 2015, MIS trained more than 3,800 senior professionals, managers and executives (PMEs) in Singapore and around the region. Over 260 public and customised in-house training courses were organised in the fields of Sales, Marketing, Communications, Service Excellence, Event Management, Business Management, Human Capital Management, Leadership and Personal Effectiveness.

**Total Courses Ran**



Some of our new clients include Sysmex Asia Pacific Pte Ltd, Tetra Pak South East Asia Pte Ltd, Ricoh (Singapore) Pte Ltd and Abacus International Pte Ltd.



### CUSTOM-DESIGN/IN-HOUSE TRAINING & CONSULTANCY

To help companies maximise the effectiveness of their training, MIS works closely with clients to analyse their unique training needs and provide customised learning and development solutions that maximise training ROI. These help companies maximise the full potential of their human capital, growing capabilities to meet the future challenges.

MIS successfully conducted 77 runs of custom-designed training courses providing full-service consultations and learning needs analysis to help organisations define their training needs and ensure targeted course customisation.

Some of our key in-house clients include: Citibank, Robert Bosch (SEA) Pte Ltd and Singapore Power Ltd.

## EVENTS HIGHLIGHTS

### » Partnership with Google Partner Academy

- We successfully ran a total of 16 Google Partner Academy courses. These courses provide the platform for participants to gain their Google certifications in AdWords and Analytics.
- Through this collaboration, Google and MIS hope to help raise the overall professionalism of these agencies, which in turn, will bring greater value and help grow the businesses of their clients.



### » Partnership with Sheth Leadership Academy

With the MOU signed with Sheth Leadership Academy Singapore (SLAS), we launched a series of Strategic Thought Leadership courses for the first time in Singapore.

The courses include:

- Corporate Innovation Management
- Leading Organisation with Passion & Purpose for Performance
- Strategic Modern Market Orientation in Customer Centricity
- The New Paradigm of Marketing

Being at the forefront of offering up-to-date marketing, management and leadership education, this partnership with Sheth Leadership Academy further propels us towards providing innovative, trend-setting management and marketing insights for our corporate clientele, and play a pivotal role in nurturing the future leaders of Singapore.

### » Flagship course: 4-day Executive Certificate in Event Management (Jun and Nov 2015)

Class Graduates of Executive Certificate in Event Management in Jun 2015

*(in collaboration with Australian Centre for Event Management, University of Technology Sydney)*



This year marks the 11<sup>th</sup> successful run of our flagship course: the 4-day Executive Certificate in Event Management.

The Australian Centre for Event Management courses have developed a renowned global reputation, recognised for the combination of practical activities, case studies on best practices and invaluable opportunities to network with industry leaders.

To date, this comprehensive four-day executive certificate programme has attracted over 400 participants from various public and public sectors, including some from overseas. Conducted by renowned Australian lecturers with over 30 years' experience in event management practice around the world, this course has provided valuable insights to many professionals working in the events industry.

### » HR Series Breakfast Talks (Aug and Oct 2015)

Following the successful turnout of the HR Series Breakfast Talks in 2014, we continue to collaborate with partners to bring HR-related talks to the HR community. The HR Series Talks proved popular with the HR professionals. Attracting well over 60 HR professionals, each talk serves as an effective platform for fellow HR practitioners to network, exchange ideas, share insights, as well as for us to establish key contacts within the HR community to better understand the corporates' learning & development needs.



*Humanising HR Regaining Relevance through the Power of Stories [13 Aug]*



*Investing in your People Competency-Based HR Management [16 Oct]*

## OUTREACH ACTIVITIES

### » HR Summit 2015 (19-20 May 2015)

One of Asia's largest HR events of the year, the HR Summit is a full two-day conference covering HR issues, challenges and opportunities, with leaders from top global companies sharing their HR best practices.

We were amongst the 80 over exhibitors who participated in this high-profile HR event to promote its corporate training course offerings, with opportunity to establish HR industry contacts, gather interests and leads from potential customers.

Over 300 HR practitioners visited the booth where they were given brochures and information on MIS' Executive Development Programmes, as well as membership events and privileges.



*Our booth presence at HR Summit to create the awareness of Executive Development programmes.*



*Seminar area which was fully packed with HR practitioners. All eager to learn about the latest HR trends and practices.*

### » MIS Talks @ Singapore Gifts Show [9–10 Jul 2015]

Attended by local and international trade buyers and corporate visitors, SGS boasts an audience of purchasers, corporate and marketing professionals from around the world. Our trainer was one of the guest speakers for the event who shared his insights for the following topics:

Topics:

- Speak with Confidence for Personal & Professional Success
- Personal Leadership – Motivating Self & Others to Achieve Peak Performance



*Trainer, Stanis Benjamin, presented his insights on leadership and speaking with confidence at the SGS talks.*





## PARTNERSHIPS / COLLABORATIONS

We also forged strong partnerships with key industry partners to bring about latest trends and new insights to our training, as well as extend the reach and exposure of MIS courses. Our partners include:

- Singapore Workforce Development Agency (WDA)
- Google Asia Pacific
- University of Technology Sydney (Australian Centre for Event Management)
- Econsultancy
- SAFRA
- Vital.orgs
- CareerBuilder

### » Collaboration with EDB and IBM

To support the government's initiative and vision of building a 'Smart Nation' by 2065, we collaborated with the Economic Development Board (EDB) and IBM to undertake outreach initiatives to help businesses in adopting technology and transforming the way we work.

## AWARDS & RECOGNITION

**Best Corporate Learning & Development Provider**  
– HRM Asia Readers' Choice Awards 2015



**Best Sales Training Provider (bronze)**  
– HR Vendors of the Year 2015 by Human Resources magazine



In recognition of its role as a strategic human capital development partner, MIS' Executive Development was voted by HR professionals as Best Corporate Learning & Development Provider in HRM Asia Readers' Choice Awards 2015, as well as the Best Sales Training Provider (bronze) in HR Vendors of the Year 2015 by Human Resources magazine. This marks our fifth consecutive win under the Sales Training category, and further reaffirms our reputation as the leading sales training provider in Singapore and Asia.

### » Testaments of our Executive Development Training Programmes:

*I was impressed with the trainer's ability to cover in-depth concepts of digital marketing within a short period of time. The trainer was also very engaging and knowledgeable.*

**Han Jiamin,**  
Marketing Executive, Luxasia Pte Ltd

*I have acquired knowledge and ideas on enhancing my decision-making skills. I am better equipped to make swift and accurate decisions at my workplace.*

**Priscilla Kazami Si-Ai Chong,**  
Business Development Executive,  
Keppel Singmarine Pte Ltd



# Training Centre



# Training Centre



**Marketing Institute of Singapore Training Centre (MIS Training Centre)**, the training arm of MIS, takes pride in providing quality education to students. This comes about by the practice of imparting holistic, relevant and up-to-date education to prepare graduates for the harsh and competitive business environment. Our students graduate with well-recognised certifications or our university partners' certifications.

We have been transforming students into work-ready graduates in the area of Business, Sales and Marketing through our academic programmes for more than 20 years. We will continue to be a trusted education provider that nurtures individuals to achieve their personal best.

## UNIVERSITY PARTNER

We offer quality academic programmes in partnership with renowned University partners namely University of The West of England (UK) and University of Buckingham. The partnership has produced two first class honours graduate in 2015.



## NEW PROGRAMMES

To keep abreast with the industry needs and trends, we have introduced eight new programmes this year.

1. Advanced Diploma in International Events Management and MICE
2. Advanced Diploma in Tourism and Hospitality Management
3. Certificate in Business Studies
4. Preparatory Programme for International English Language Test System [IELTS Prep]
5. Certificate in English

These programmes aim to attract individuals and working professionals with the interest to upgrade their knowledge and skills in the arena of Events Management, Tourism and Hospitality Management as well as English standard.

## EVENTS & ACTIVITIES HIGHLIGHTS

### Celebrating success

#### » 48th Graduation Ceremony, 16 May

With a cast of more than 200 graduates, guests, friends and family congregating in the Marquis ballroom at Copthorne King's Hotel on 16 May – the annual MIS Training Centre graduation ceremony was truly momentous for the graduates of the class of 2014 and 2015. The ceremony was graced by Professor Ray Priest and Mr Vlasios Sarantinos from the University of the West of England and Dr Frances Robinson from the University of Buckingham. Upon succession of the conferment of awards, inspirational speeches were delivered by two outstanding valedictorians from both partner Universities.



**Sanja Fischer**  
*First Class Honours, University of West of England, Bachelor of Arts (Honours) in Marketing.*



**Loo Lin Chang**  
*First Class Honours, The University of Buckingham, Bachelor of Science (Honours) in Business and Management.*

## » Integrated Learning Programme

In line with the training centre's mission in committing to a holistic education, the integrated learning programme is implemented to enhance our students' capabilities and skills to adapt to the rapid demands of the world. The programmes are structured around five intrinsic aspects of development – Academic Enhancement, Character Building, Physical Development, Cultural Immersion and Social Awareness. In engaging our students' active participation in pre-planned activities, they are enriched with civic literary, cross-cultural and career skills and benefit from a greater exposure to information and communication.



## ACADEMIC ENHANCEMENT

### » Global Chinese Marketing Federation (GCMF) Marketing Competition, 13 June

A group of our students represented the Institute and Singapore in the first ever Global Branding Competition organised by the Global Chinese Marketing Federation. The team consisting of leader Alicia Tan and members Monina Cunanan, Huang Siqi, Le Anh Tuan and Dao Cong Nam. The students were mentored by lecturers Mickey Hee, Edmund Lau and Jason Tan in their competition challenge to propose and present a branding strategy for the team's choice of company. While the competition preparations had been intensive and rigorous, our students also forged new friendships with fellow competitors from China, Hong Kong and Taiwan.



### » Battle of the Brains, 4 April

A series of brain teaser games designed to challenge the students' innovative thinking skills were organised. While the games were curated to stretch the students' abilities beyond their comfort zone to work cohesively, our students certainly enjoyed the good fun.





### » Mind Map and Visual Thinking Workshop, 22 July

Students attended a simulating Mind Mapping and Visual Thinking workshop hosted by the Creative Imagination Association from Japan to learn the Buzan techniques to effectively incorporate in their study and thinking process.



## CHARACTER BUILDING

### » Asian Student Leadership Conference, 24 July

Our students were invited to facilitate the Asian Student Leadership Conference (ASLC) organised by Youth Ambassadors for young student leaders from various ASEAN countries such as Myanmar, Vietnam, Indonesia and many others. The student leaders were challenged to initiate a life-changing project for their respective home countries and our students were thrilled to assist and interact in group discussions.



### » MICE Challenge 2015, 3 July

Students attended the Meetings, Incentives, Conferences and Events (MICE) Challenge organised by SACEOS where they were exposed to business proposals from peers of various tertiary institutions. They also gained further insights into the industry and the career options available.



## PHYSICAL DEVELOPMENT

### » Outdoor Fun @ Sentosa, 18 May

Geared up for outdoor fun at Sentosa for a fun filled day, our students enjoyed scenic sky lift rides, thrilling luge rides, beach volleyball, taking jump-shots and a relaxing picnic.



### » Bowling Competition, 5 August

A fun-friendly bowling tournament held for the students. Dao Cong Nam (Advanced Diploma in Business Management) emerged champion, narrowly beating Le Anh Tuan (Bachelor of Marketing) and Le Minh Tien (Diploma in Sales and Marketing Management).





## CULTURAL IMMERSION

### » International Cultural Party (24 June) and Indomie Party (1 July)

Students shared presentations of their home countries with their peers and unique facts of their local life. The activity elicited great bonding and camaraderie that an Indomie party was organised in thereafter.



### » SG50 National Day Celebration, 5 Aug

A joint celebration was held for our students and staff to commemorate Singapore's jubilee year. The national day spirit shined through a cake cutting ceremony and games themed around Singapore's historical achievements.



#### » Mid-Autumn Festival Celebration, 16 September

In spirit of the Mid-Autumn Festival, our students gathered for a tasting of snow-skin mooncakes and lighting of the paper lanterns.



### SOCIAL AWARENESS

#### » CSR Terrarium Making Workshop, 10 April

A Do-It-Yourself activity for our students to let their creative juices flow and create their very own terrarium. Conducted by Ecoponics, students learnt a refreshing fuss-free project using recycled materials, potting soil, coloured pebbles and decorative items.





## OUTREACH ACTIVITIES & EVENTS

### » Marketing Magazine, July issue

We placed a cover onset advertisement on Marketing Magazine in July. The aim of the advertisement was to promote the latest addition to our proprietary programmes – Diploma and Advanced Diploma in Digital Marketing programmes to marketers, agency professionals and media owners.

Anyone Can Claim To Be  
A Digital Marketing Pro.  
But Now **You** Can Have A  
Diploma To Prove It.

**EXCLUSIVE FOR MARKETING MAGAZINE READERS ONLY!**

Enrol for an 8-month part-time Advanced Diploma in Digital Marketing Course at a Special Course Fee of **S\$3,000 nett**. Applicable for August 2015 intake only.  
Request for a brochure or find out more at [www.mis.edu.sg/digital](http://www.mis.edu.sg/digital). Call us at 64111711/710, e-mail at [education@mis.edu.sg](mailto:education@mis.edu.sg)

**Get Ahead In Your Career With Our Digital Marketing Courses.**

**MARKETING INSTITUTE OF SINGAPORE TRAINING CENTRE** | CPE Registration: 593550158H | Validity: 16 June 2015 to 15 June 2019

**mis**  
Marketing Institute of Singapore  
Training Centre

MIS' advertisement on Marketing Magazine Cover Onset

### » MINDEF e-PREP Education & Career Fair, 4 March 2015

We also had a booth presence at MINDEF e-PREP Education & Career Fair, Pasir Laba Camp. The roadshow that reached out to National Service Men Full-time (NSF) was well attended by over 2,000 NSFs.

### » CDAC Course Previews, 20 June 2015 and 20 Aug 2015

In alignment with CDAC's mission to 'nurture and develop the potential of the Chinese Community in contributing to the continued success of multi-racial Singapore', we partnered with CDAC to offer a continuing education programme. The main objective is to help the community upgrade their skills for better employment opportunities. Our proprietary programme, Certificate in Sales & Marketing is offered under CDAC Skills Training Award Scheme. Eligible applicants are able to enjoy 95% of funding under this scheme.



## PARTNERSHIP & COLLABORATIONS

### » Signing of Memorandum of Understanding (MOU) with Singapore Association of Convention and Exhibition Organisers and Suppliers (SACEOS), 25 Feb 2015

With business booming for the MICE industry, professionals with knowledge of the MICE industry is also in demand. We signed a MOU with SACEOS in February to provide students with the competitive edge through three to six months industrial attachment programme with SACEOS' corporate members. SACEOS also endorsed the Training Centre's Advance Diploma in International Events and MICE. materials, potting soil, coloured pebbles and decorative items.



### » Signing of Memorandum of Understanding (MOU) with SAFRA, 5 Jun 2015

MIS Training Centre and SAFRA collaborated on a sponsorship programme which provides members of SAFRA grants to pursue higher education with us. The grants include:

- \$200 grant off the course fee for MIS Training Centre's Certifications.
- \$300 grant off the course fee for MIS Training Centre's Diploma programmes.
- \$400 grant off the course fee for MIS Training Centre's Advanced Diploma programmes.
- \$2,000 grant off the course fee for MIS Training Centre's Degree programmes.



Staff

Spirit



# Staff Events

In a continuous effort to cultivate esprit de corps in the organisation, the human resources department organised several fun, engaging and informative activities for staff. We journeyed through an eventful year 2015.

## STAFF RETREAT

### » MIS Staff Day, 22 May 2015

This year, we let loose and unleashed our inner talents in a culinary session and dished out an organic meal from the farm's fresh produce. Quite a few budding chefs were discovered among us. As the old saying: "if Yan can cook, so can we".

After a live demo by the Chef of Bollywood Veggies, we proudly present our very own creations. The day ended with a fun-filled game of bowling and a sumptuous group dinner.



## HEALTH TALKS

The government has been promoting healthy lifestyles in the work environment, enhancing employees' health and increasing staff productivity. Along with this mission, we also place the health and well-being of staff with utmost importance. Several mental and physical wellness talks were specially arranged to provide relevant knowledge to guide staff on workplace health and empower them to take positive steps in healthy living at work place.

### » Group Mental Wellness - Resiliency Resource Group, 21 May 2015



### » Nutritional Talk, 26 February 2015





## STAFF EVENTS

### » Christmas Lunch 2015, 23 December 2015

Besides the staff retreat outing, Christmas celebration is another high spirit annual event that promotes interdepartmental bonding among staff. This year we did away with Christmas games and incorporated a simple and intimate Christmas Luncheon of which staff gather and catch up over a sumptuous spread of Christmas buffet.

As of previous years, employee of the year award and long service award were presented to the staff of respective departments. This award recognizes the staff efforts and contributions to MIS. The two award recipients for long service award goes to Jumadi Bin Pahmu and Tina Ang.





## CORPORATE SOCIAL RESPONSIBILITY

### » Melrose Home – Children's Aid Society, 4 December 2015

Cultivating a strong culture of philanthropy and doing good is always at the heart of MIS. Eight staff, including the executive director, Dr Ramesh Tarani, brought a group of children from Melrose Home for a day tour to River Safari. Melrose Home provides a supportive environment for children between the ages of 3 to 18 years old, a “home away from home” for children and teenagers who need care and protection in a residential setting.

The children caught a glimpse of the freshwater fauna and threatened species animals including Singapore's resident giant pandas, Kai Kai and Jia Jia. We also took them for an exciting boat ride down the “Amazon River” where they met the amazing wildlife that come from the world's largest tropical rainforest. Happy moments with the kids were not captured as the children's identities are protected by Melrose Home.



*Staff with a satisfied smile after the day's event.*



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