



Marketing Institute
of Singapore



Marketing Institute
of Singapore
Training Centre

The background of the cover is a photograph of the Singapore skyline at dusk. The image is divided into two main sections by a diagonal line. The top section shows a bridge with people walking across it, with the skyline in the background. The bottom section shows a closer view of the skyline, with many buildings lit up. The sky is a mix of orange and blue. The text 'ANNUAL REPORT 2018' is overlaid on the bottom section in white, bold, sans-serif font.

ANNUAL REPORT 2018

About Marketing Institute of Singapore

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

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



MEMBERSHIP SERVICES

Connecting a Community of Marketers

MIS is the one place that connect 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 organization 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 optimize training ROI by tailoring a curriculum to its specific training needs & goals.



CONTINUING EDUCATION SERVICES

Providing A Nurturing Environment for Academic & 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.

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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 of national marketing bodies from Bangladesh, China, Hong Kong, Indonesia, Japan, Korea, Malaysia, Philippines, Singapore, Sri Lanka, Taiwan, Thailand, Vietnam, Cambodia, Myanmar, Mongolia and Macau.

Message from the President



The MIS Vision of “Creating Marketers” is a simple yet extremely powerful statement.

Our Mission of “Connecting a Community of Marketers” & “Creating Marketers through Quality Education” has provided marketers with a national platform of world-class continuous education in marketing.

That being said, MIS has never rested on its laurels. We continue to stay ahead of time by constantly reviewing all aspects of our business to ensure our relevancy in today's ever-changing market.

Staying Relevant for Tomorrow

2018 was a turning point for MIS as we organised a series of marketing events for professionals across various industries in Singapore as well as across the region with a record high attendance.

Of note, the *Brand Finance Asia Pacific Forum* held on 2nd August 2018, which focused on Brand Marketing and its importance in today's business landscape was a huge success. This event was jointly organised by MIS with strong support from the Global Chinese Marketing Federation.

Through networking and exchanging of ideas, MIS was once again honoured to partner with the *Global Chinese Marketing Federation* to provide a platform for hundreds of promising young minds and leaders in the marketing sector from around Asia to compete in the Global Brand Planning Competition.

The *Asian Marketing Forum 2018* was held by MIS as the Marketing Event of the Year, saw a record high attendance of more than 300 foreign delegates from 16 countries as compared to past forums.

As part of MIS CSR (Corporate Social Responsibility), MIS together with Punggol East CCC organised an appreciation dinner on 28 March 2018 at Grand Copthorne Hotel as an initiative of giving back to the community. It was a unique opportunity for MIS to come together with the community to enjoy the line-up of entertainment and performance.

Professional Excellence Through Training

MIS was once again voted by HR Professionals as the Best Corporate Learning & Development Provider in HRM Asia Readers' Choice Award 2018. This makes it the 4th consecutive year that MIS received the award.

MIS Executive Development Services have been working closely with organisations, no matter the size of the company, to analyse and develop tailored learning and development programmes for our clients.

This goes in line with MIS Mission of "Creating Marketers through Quality Education".

Our esteemed list of clientele include Citibank, Robert Bosch (SEA) Pte Ltd, Health Promotion Board, M1 Limited, International Air Transport Association and many more.

Quality Education

In 2018, Marketing Institute of Singapore Training Centre (MISTC) went through long renewal process to ensure that we provide quality education to our students.

We signed a Memorandum of Understanding (MOU) with Guangdong AIB Polytechnic to offer our Diploma courses to their students as well as a MOU between MISTC, MIS and China Council for Promotion of International Trade (CCPIT).

As a firm believer of lifelong learning, MISTC also signed a MOU with Teochew Poit Ip Huay Kuan on 12 Dec 2018, whereby MISTC will be the academic arm of the association to offer education services to its members.

Ending 2018 on a High Note

We are on the right path towards ensuring that MIS is not just relevant today, but tomorrow as well.

As always, we must continue to function as the National Body for Sales & Marketing Professional

- founded by, built by, served by and served for members of the Marketing Fraternity in Singapore from our inception decades ago.

The year ended in a blast with the World Marketing Summit 2018 held on 12 December 2018. MIS was proud to host the first World Marketing Summit in Singapore together with the Kotler Impact, Inc.

One of the highlights of the World Marketing Summit was the presentation of the Kotler Awards. The Kotler Awards recognises mastery in the field of marketing by celebrating exceptional achievements of marketing professionals and is a tribute to the Father of Modern & Future Marketing, Professor Philip Kotler.

Continuing on Ahead

To our valued members, I would request of you to continue to provide your invaluable support and contributions to MIS.

Lastly, I would like to thank my fellow Executive Council members and staff for steering MIS through the years as we continue our mission towards "Connecting a Community of Marketers" & "Creating Marketers through Quality Education".

MR ROGER WANG

President

Marketing Institute of Singapore

Marketing Institute of Singapore Training Centre

45th MIS Executive Council



President
Roger Wang



2nd Vice President
Dr Roger Low



Honorary Secretary
Gerry Seah



Assist Hon Secretary
Bryant Aw



Co-opted Member
Mark Laudi



Honorary Treasurer
Ken Tay



Assist Hon Treasurer
Lee Kwok Weng



Co-opted Member
Douglas Koh

25th MIS Training Centre Executive Council



President
Roger Wang



2nd Vice President
Dr Roger Low



Honorary Secretary
Gerry Seah



Assist Hon Secretary
Bryant Aw



Co-opted Member
Mark Laudi



Honorary Treasurer
Ken Tay



Assist Hon Treasurer
Lee Kwok Weng



Co-opted Member
Douglas Koh

HONORARY SECRETARY'S REPORT

Annual General Meeting

MIS and MIS Training Centre held their respective 45th and 25th Annual General Meeting (AGM) on Wednesday, 28th March 2018 at the Grand Copthorne Waterfront Hotel, Singapore. Minutes of the AGM for 2017 and the 2017 Financial Report of both MIS and MIS Training Centre were read and passed.

Meetings of the MIS & MIS Training Centre Executive Council

The 45th MIS Executive Council and 25th MIS Training Centre Executive Council held regular meetings from April 2018 to December 2018.

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

Chairman Dato' Seri Dr Derek Goh	EDS & Education Roger Low (Chairman) Roger Wang Gerry Seah	Marketing Gerry Seah (Chairman) Roger Wang Bryant Aw Dylan Tan Mark Laudi	HR & Finance Ken Tay (Chairman) Lee Kwok Weng Bryant Aw Roger Wang (Adviser)
	Membership & Events Roger Wang (Chairman) Dylan Tan Mark Laudi Bryant Aw	Corporate Governance & Constitution Review Lee Kwok Weng (Chairman) Douglas Koh Roger Low	
	Academic Board Dr Roger Low (Chairman) A.Prof Seshan Ramaswami Prof Ang Peng Hwa	Examination Board Prof Ang Peng Hwa (Chairman) A.Prof Seshan Ramaswami Dr Roger Low	



Gerry Seah

Honorary Secretary
Marketing Institute of Singapore
Marketing Institute of Singapore 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
- Executive Development Committee
- Finance & Human Resource Committee
- Marketing Committee
- Membership Committee
- 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 fulfills its objectives.

Principle 2:

Executive Council Composition and Guidance

The Executive Council consists of nine 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.

45th MIS Executive Council

Marketing Institute of Singapore Council Meeting –
Total 6 meetings held

Name	Position	Total Meetings
Roger Wang	President	6
Dr Roger Low	2nd Vice President	6
Gerry Seah	Honorary Secretary	6
Ken Tay	Honorary Treasurer	6
Bryant Aw	Assistant Honorary Secretary	4
Lee Kwok Weng	Assistant Honorary Treasurer	5
Mark Laudi	Co-opted Member	4
Douglas Koh	Co-opted Member	4

25th MIS Training Centre Executive Council

Marketing Institute of Singapore Training Centre
Council Meeting – Total 6 meetings held

Name	Position	Total Meetings
Roger Wang	President	6
Dr Roger Low	2nd Vice President	6
Gerry Seah	Honorary Secretary	6
Ken Tay	Honorary Treasurer	6
Bryant Aw	Assistant Honorary Secretary	4
Lee Kwok Weng	Assistant Honorary Treasurer	5
Mark Laudi	Co-opted Member	4
Douglas Koh	Co-opted Member	4

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 Vitae 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.

Audit 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, Mazars LLP.

Principle 12: Audit Committee

The Audit & Corporate Governance Committee with clear terms of reference, comprises Mr Lee Kwok Weng (Chairman) and Dr Roger Low from the Executive Council.

Principle 13: Audit

Internal audits were conducted to ensure MIS compliances to a systematic, disciplined approach in financial and risk management, control and governance processes.

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 and trainees 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.

A) This report covers both MIS and MIS Training Centre unless indicated otherwise

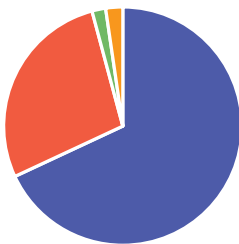
B) The term 'he' and 'his' covers both genders

2018 KEY STATISTICS

* Figures as at 31 December 2018

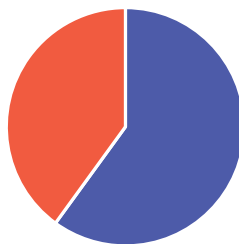
MEMBERSHIP

By Membership Type



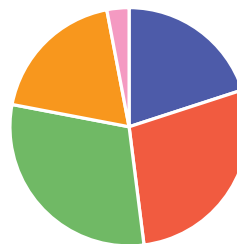
- Ordinary (147)
- Corporate (60)
- Affiliate (4)
- Fellow (5)

By Gender (%)



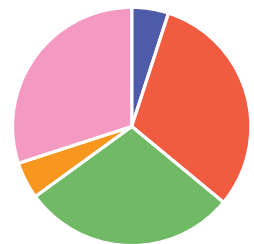
- Male (60%)
- Female (40%)

By Age Group (%)



- < 30 (20%)
- 31 - 40 (28%)
- 41 - 50 (30%)
- 51 - 60 (19%)
- > 60 (3%)

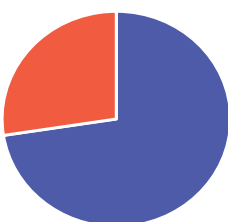
By Level (%)



- C, VP, SVP (5%)
- Director (31%)
- Manager (29%)
- Executive (5%)
- Others (30%)

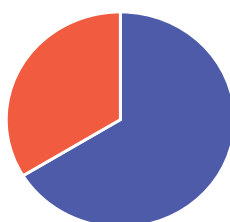
EXECUTIVE DEVELOPMENT SERVICES

No. of Courses Ran



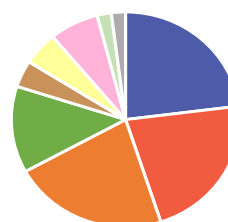
- Public (156)
- Custom-Design (59)

No. of Participants Trained



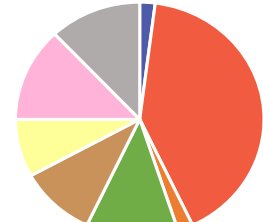
- Public (1713)
- Custom-Design (872)

Breakdown of Public Courses by Category



- Marketing (23%)
- Communications (22%)
- Business Mgmt (22%)
- Sales (13%)
- Service Excellence (4%)
- Leadership (5%)
- Personal Effectiveness (7%)
- Event Mgmt (2%)
- Human Capital Mgmt (2%)

Breakdown of Custom-Design Courses by Category



- Marketing (2%)
- Communications (41%)
- Business Mgmt (2%)
- Sales (12%)
- Service Excellence (10%)
- Leadership (8%)
- Personal Effectiveness (13%)
- Event Mgmt (0%)
- Human Capital Mgmt (12%)

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MEMBERSHIP SERVICES

Our Events

Brand Finance Asia Pacific Forum - 2 August 2018

Presented by a host of C-Suite Executives and senior managers, Brand Finance Asia Pacific Forum 2018 was jointly organised by MIS and Brand Finance Asia Pacific, supported by the Global Chinese Marketing Federation (GCMF) on 2 August 2018. This forum delved deeply into Brand Marketing and its importance in today's business landscape.

Brand Governance involves helping a brand to create or improve internal brand management tools like policies and procedures, guidelines, audit and compliance processes, brand risk measurement and KPIs. It involves driving the internal culture where internal values and behaviours are reflected externally through a positive brand experience. World leading brand practitioners and cutting-edge thinkers shared their best practices, knowledge and expertise when it comes to managing brands.

Attendees were also shown the Brand Finance League Table Findings in addition to the Top 100 Singapore Brands.



Experiential Marketing Summit – 28 August 2018

MIS has strategically partnered with TTG Asia Media, the leading publisher and organiser of events in travel and tourism in the Asia Pacific region, to launch the very first Experiential Marketing Summit in Singapore.

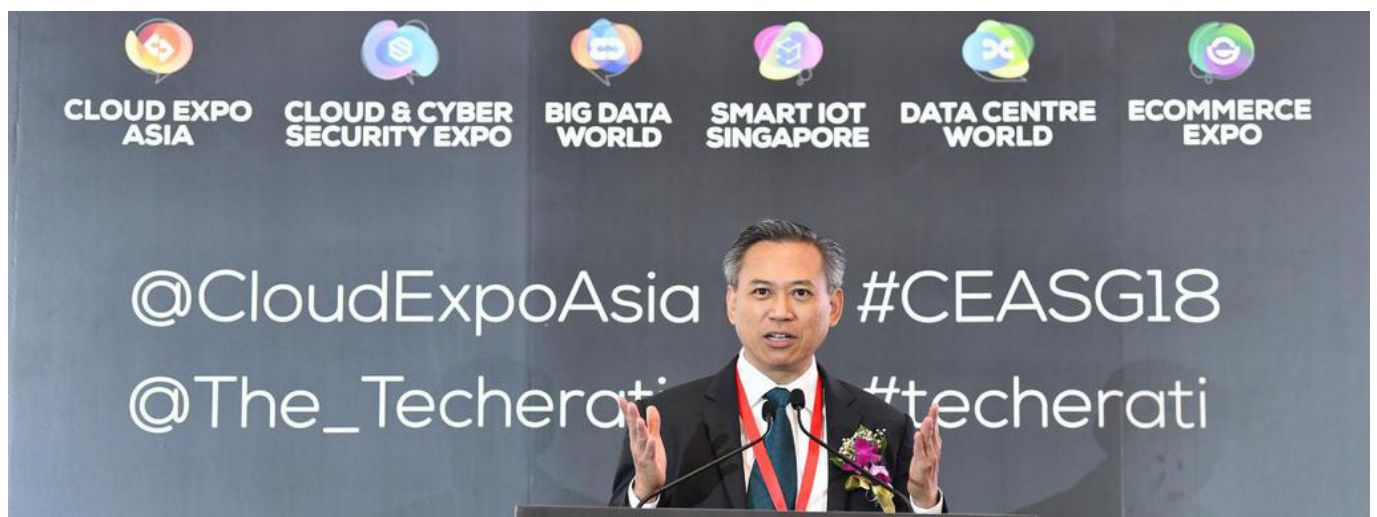
A strategy that seeks to captivate, to invoke emotional association, and to create lasting impression with clients through strategic events and activities.



Big Data World – 10 October 2018

On 10th and 11th October 2018 at Marina Bay Sands, Big Data World led Singapore to the latest innovations to generate intelligent insights, quicker outcomes and help shape a winning strategy for one's business.

MIS team networked with thousands of participants alongside data professionals to better understand the future of big data in Singapore.



World Marketing Summit – 12 December 2018

On 12 December 2018, the World Marketing Summit was held in Singapore for the first time, in association with Marketing Institute of Singapore (MIS) and Kotler Impact, Inc.

The World Marketing Summit (WMS) is an independent global organization, headquartered in Toronto, Canada, committed to “Creating a Better World through Marketing” and thereby alleviating poverty. It aims to initiate global movements among global thought leaders through the discussion of the most pressing issues faced by the world, including marketing, business, and economics impacting poverty, health, and the environment.



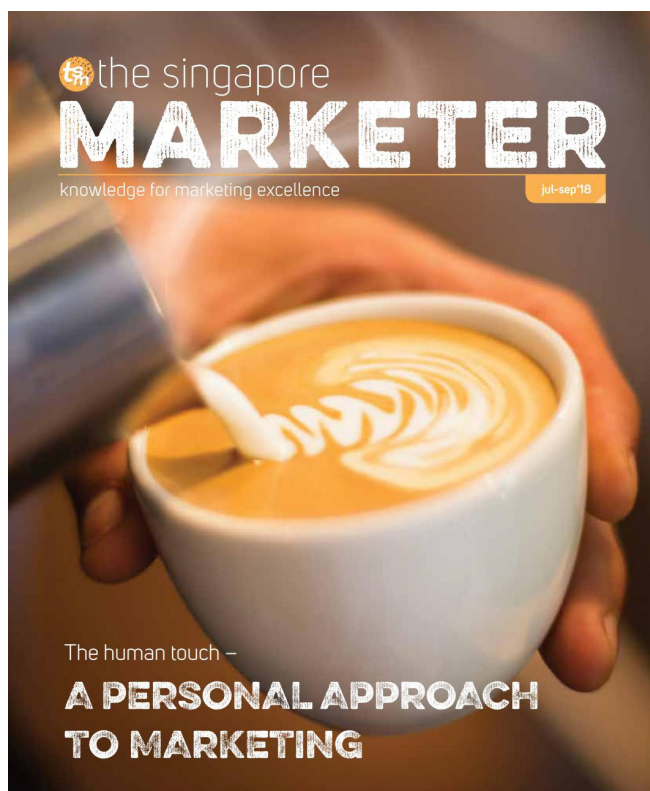
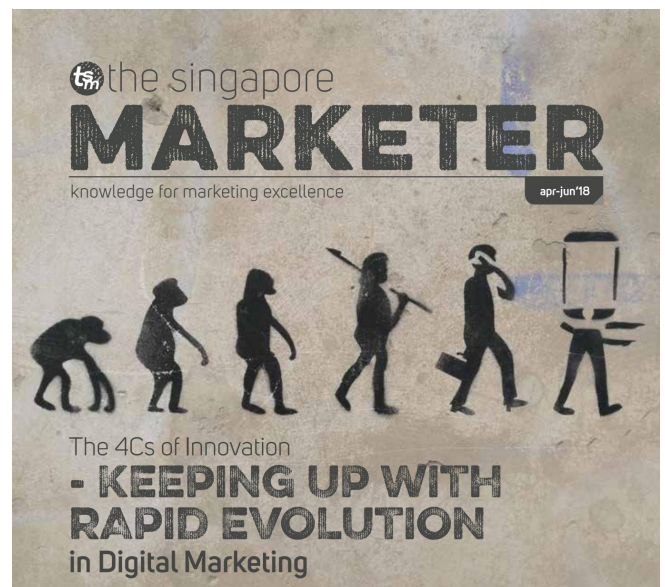


Marketing Outreach

The Singapore Marketer

MIS official publication, The Singapore Marketer (TSM), offers in-depth analysis of current marketing strategies, ideas and concepts that concern marketers 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 that gives valuable insights into their experience in business management and marketing practices.

The Singapore Marketer is fully digitalised on two platforms, (www.issuu.com and www.magzter.com). With the advent of mobile technology, digital magazine enables readers to read marketing articles on-the-go without the hassle of bringing a hard-copy magazine along.



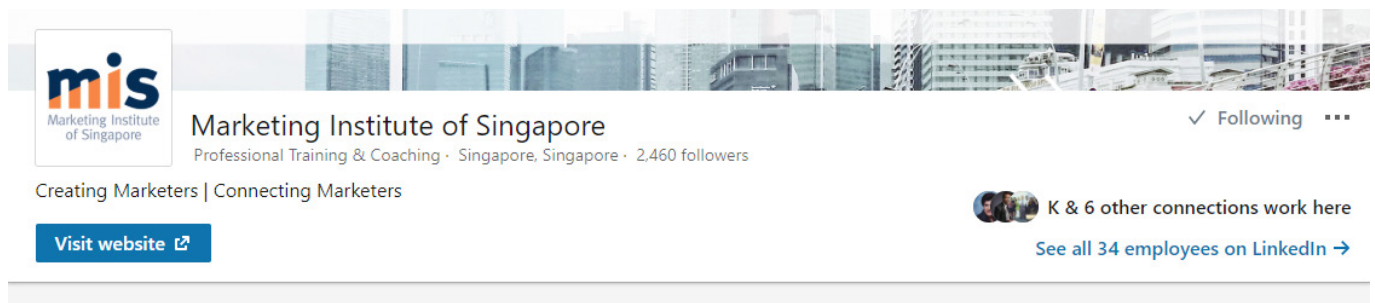
Facebook Page

MIS Facebook page remains an effective platform for MIS to broadcast latest events and activities. As of December 2018, we have a strong fan base of more than 8,300 members.



LinkedIn Company Page

The page is followed by over 2,400 people. LinkedIn is one of the platforms to publicise MIS' events and activities as well as to reach out to fellow marketers and professionals in the field.



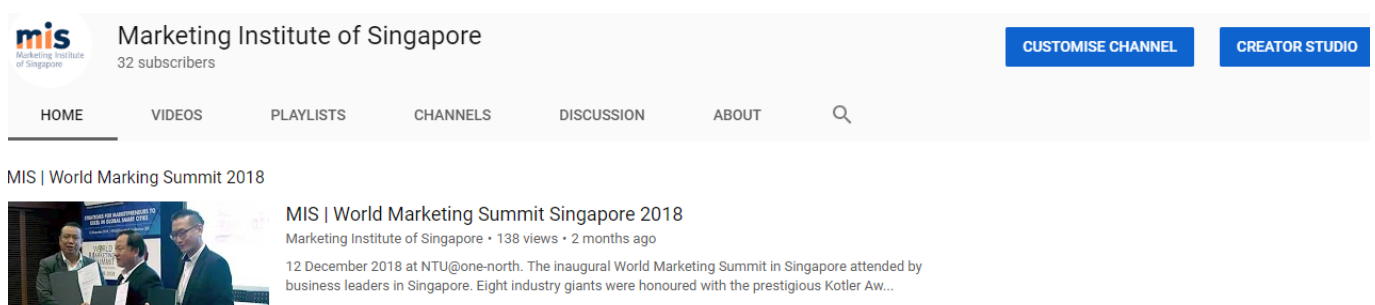
Instagram Page

Instagram is one of the social media platform used to cast a larger net on participants outreach using imagery and GIFs. Hash-tag #MarketingInstituteSingapore



YouTube Page

A picture speaks a thousand words, so videos work even better. MIS has been on YouTube for the longest time to update viewers on educational messages as well as new course offerings.





EXECUTIVE DEVELOPMENT SERVICES

Introduction

MIS Executive Development Services remains the preferred training partner of many organisations. MIS caters to the corporate training, learning & development needs of working professionals. MIS also cuts across various industries, assisting managers and executives of different levels in upgrading their skills set and sharpening their competencies.

In 2018, MIS trained more than 1,713 senior professionals, managers and executives (PMEs) in Singapore. Over 156 public training programmes were organised in the fields of Sales, Marketing, Communications, Service Excellence, Event Management, Business Management, Human Capital Management, Leadership and Personal Effectiveness.

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 maximises training ROI. This help companies to maximise the full potential of their human capital, strengthening capabilities in meeting the challenges of an increasingly volatile, uncertain, complex and ambiguous environment.

MIS successfully conducted 59 runs of custom-designed training programmes in Singapore and around the region, providing full-service consultations and learning needs analysis to help organisations define their training needs to ensure targeted course customisation, training a total of 872 participants.

Our esteemed list of clients includes Citibank, Robert Bosch (SEA) Pte Ltd, International Air Transport Association, Health Promotion Board, M1 Limited and many others. Some of our new clients include NTT Singapore Pte Ltd, Keppel Land International Limited, Phoenix Contact (SEA) Pte Ltd, Abbott Laboratories (Singapore) Pte Ltd, Aberdeen Asset Management Asia Ltd, Unilever Singapore Private Limited, Roche Singapore Technical Operations Pte Ltd, United Overseas Bank, Deloitte, Singapore Power, Metso Asia Pacific, National Library Board and Attorney-General's Chambers (AGC).



Marketing Guru Talk

MIS continuously strives 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. These talks serve as an avenue for like-minded individuals to exchange knowledge and connect on a professional level.

A total of two Marketing Guru Talks were organised in 2018. MIS maintained a steady stream of knowledge hungry participants for the talks.

These talks provided insights into a wide spectrum of industries like Digital Marketing and Events Management.

Digital Marketing by Timotheus Lee - 28 October 2018



Delivering Unforgettable Events by Dr Rob Harris - 16 November 2018



Executive Certificate in Business & Public Event Management

- 13 November 2018



Outreach & Activities

Career Practitioner Conference – 27 August 2018

The Career Practitioners Conference 2018 (CPC 2018) is an inaugural Conference organised by Workforce Singapore (WSG), jointly with People & Career Development Association (PCDA).

Career practitioners such as career coaches, education & career guidance counsellors as well as HR practitioners, industry mentors, career consultants and anyone in the role of providing education and career advisory a platform to mingle and network. This conference gave MIS the opportunity to glean insights from international subject matter experts on the latest career development as well as workplace trends.



Partnership & Collaborations

MIS also forged strong partnerships with key industry partners to bring about the latest trends and new insights to our training as well as extending the reach and exposure of MIS courses.

These include:

- Vital.Org
- JobsCentral

Awards & Recognitions

Best Corporate Learning & Development Provider

- HRM Asia Readers' Choice Awards 2018



SkillsFuture Credit

SkillsFuture is a national movement to provide Singaporeans with the opportunities to develop their fullest potential throughout life, regardless of their starting points. Through this movement, the skills, passion and contributions of every individual will drive Singapore's next phase of development towards an advanced economy and inclusive society.

Singaporeans aged 25 years and above will be able to utilise their SkillsFuture Credit of \$500 to pay for the course fees of more than 80% of available courses. The credit will not expire and can be accumulated over time as the government will be providing periodic top-ups. Since its inception, we have seen an increase of individual participants utilising this funding and taking on their learning journey with MIS as their preferred training provider.

The background features a large orange triangle pointing upwards, with a smaller dark blue triangle pointing downwards nested within its lower half. A dark blue triangle also points upwards from the right edge, partially overlapping the orange shape.

TRAINING CENTRE

Introduction & Future Plans



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. 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.

Future Plans

Moving forward, the management aims to re-brand MIS Training Centre not only for local market but also overseas market as well. The change of name to Marketing Institute of Singapore Business School (MIS Business School) is in progress.

Memorandum of Understanding (MOU)

- MOU with Guangdong AIB Polytechnic was signed to offer our Diploma courses to the students of Guangdong AIB Polytechnic
- MOU have been signed between MIS Training Centre, MIS and China Council for Promotion of International Trade (CCPIT) on 25 April 2018
- MOU with Teochew Poit Ip Huay Kuan was signed on 12 Dec 2018, which MIS Training Centre will be the academic arm of the association to offer services to its members

New courses will be developed to cater for the market demands to promote lifelong learning and human talent development to mark its return as a leading institution in business, sales and marketing excellence.

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STRATEGIC PARTNERSHIP & REGIONAL COLLABORATION

Regional Events

MIS and MIS Training Centre would like to extend special thanks to President Mr Roger Wang who embraced and fostered regional collaborations and partnerships at the expense of his own time and resources.

Asian Marketing Forum - 16 March 2018

On 16 March 2018, Marketing Institute of Singapore held the Marketing Event of the Year, Asian Marketing Forum 2018 at Grand Copthorne Waterfront Hotel. The event converged more than 300 delegates from 16 countries, the highest record attendance of foreign delegates compared to past forums.

The forum also satisfied the following objectives:

- Promote one's brands to representatives from 16 Asian markets, through our AMF Marketplace
- Generate sales leads for one's products and services by networking with high-level delegates from around the region
- Learn how to maximise one's marketing effort with minimum budget
- Get on the fast track to mastering must-have marketing tools and cutting-edge practices
- Find solutions to some of one's most intractable business problems



Global Chinese Marketing Federation (GCMF) – 17 June 2018

The Global Chinese Marketing Federation (GCMF) is an uprising representative in the global Chinese business market, founded by professionals and academics from four different regions, namely, China, Singapore, Taiwan and Hong Kong. GCMF organised its 4th Annual Global Brand Planning Competition on 17 June 2018, after two very successful series in previous years, supported by MIS as a local partner.

This competition provides a platform for hundreds of the most promising young minds and leaders in the marketing sector from around Asia to compete, in the hope of not only winning the competition, but also networking and exchanging ideas with their peers from other countries.



Asia Marketing Federation (AGM) - 18 September 2018

MIS collaborated with Asia Marketing Federation (AMF), which is a collaboration platform for all the marketing associations in Asia. Originally founded in 1991 as Asia Pacific Marketing Federation (APMF), it evolved into AMF in 2007. AMF's critical mission to effectively promote the interests of marketing in Asia in general and strengthening the Asian marketing fraternity.

Today, AMF boast a membership of marketing associations and institutes from the countries in the region. They are Bangladesh, Cambodia, China, Hong Kong, Macau, Indonesia, Japan, Korea, Malaysia, Mongolia, Myanmar, Philippines, Singapore, Sri Lanka, Taiwan, Thailand and Vietnam.



Asia Marketing Federation (CAUCUS) – 13 September 2018

During the Jakarta Declaration of ASEAN 51, MIS was one of the organisations to pledge and support the ASEAN Community Vision 2025.



The background features a large orange triangle pointing upwards, with a smaller dark blue triangle pointing downwards inside it. The text "STAFF SPIRIT" is centered in the orange area.

STAFF SPIRIT

Staff Events

CSR Rivervale Punggol East CCC – 29 March 2018

Marketing Institute of Singapore and Punggol East CCC jointly organised an appreciation dinner on 29 March 2018, held at Grand Copthorne Waterfront Hotel. This was a MIS Corporate Social Responsibility initiative of giving back to the community.



RSVP 20th Anniversary Charity Dinner - 31 October 2018

On 31 October 2018 at Marriott Tang Plaza Hotel, MIS Staff were invited to the Gala Charity Dinner to celebrate and commemorate RSVP achievements of "20 Years of Senior Volunteerism - Smart Serving Seniors for a Smart Nation", with distinguished Guest-of-Honour - Her Excellency, President Halimah Yacob.



Christmas Celebration - 24 December 2018

Christmas is a month of thanksgiving and get together for all staff. Christmas celebration is another high spirit annual event that promotes interdepartmental bonding among staff. MIS celebrates Christmas with a gift exchange session through "Secret Santa".





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