

Soundtrack Your Brand with Spotify



- ▶ 16 April 2015 (Thurs)
- ▶ 6.30pm-9.00pm
- ▶ MIS Executive Lounge
410 North Bridge Road, Lvl 1, S188726
- ▶ MIS Student: Complimentary
MIS Member: \$20 | Non-Member: \$35
Public Tertiary Institution Student*: \$10
*This includes all students from NUS, NTU, SMU, NYP, NP, SP, TP and RP only.

To the average Spotify user on the street, the free music streaming service is simply about having the right music anytime, anywhere. However, Spotify is also an excellent platform for marketers. With music being an indispensable part of people's lives worldwide, Spotify's reach of 60 million users in 58 countries, and cross-platform compatibility with Facebook, twitter and blogs, the sky is the limit for companies wanting to soundtrack their brands.

Jonathan Nadiranto, Sales Director for Spotify Asia will be sharing the story of Spotify, how it is unique as a marketing platform, and previous collaborations with brands.



Introduction
to Spotify



How to leverage
Spotify as a
marketing
platform



Collaborations:
creative
campaigns



Jonathan Nadiranto Sales Director, Asia

As Spotify's Sales Director for Asia, Jon drives the sales and marketing direction for brands on the service. Jon focuses his passion, energy and time to ensure brands have the tools and creative prowess to effectively capture and communicate their message to drive business success.

Prior to his current role at Spotify, Jon spent several years working with the best and brightest marketers and brands across the globe while at Facebook and InterActiveCorp (IAC).

With over a decade of sales and marketing experience, executive coaching and most importantly, real-life business experience, Jon's ability to integrate authentic stories with his interpersonal skills draws his audience into a more intimate and personal level. Jon is currently based in Spotify's Singapore office.



About Spotify

Spotify is an online music service offering users the ability to stream audio music files on-demand from a personal computer using Spotify's unique proprietary technology. It was founded in April 2006 by serial entrepreneurs Daniel Ek and Martin Lorentzon. The name Spotify is a combination of the words SPOT and IDENTIFY. Spotify helps you spot and identify the favourites you forgot about, and even those you didn't know you had.

Spotify offers both an ad-supported, free-to-the-user model and a subscription model. The ad-supported model is targeted at combating piracy by offering users a superior user experience, while monetising licensed content through advertising. Spotify encourages users to take advantage of its premium service which will be offered to users through a monthly subscription fee or through a credit system.

PROGRAMME HIGHLIGHTS

6.30 - 7.15PM
REGISTRATION & NETWORKING
Light refreshments will be provided

7.15 - 8.30PM
PRESENTATION TALK

8.45 - 9.00PM
Q&A

Seats available on a first-come, first-served basis. Payment must be received prior to confirmation of your seat. Please make your cheque payable to "Marketing Institute of Singapore".



Registration For
16 April 2015

Soundtrack
Your Brand
with Spotify

Registration Fees:

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



Event: Soundtrack Your Brand with Spotify

Participant(s) Information

Name of Registrant	NRIC	Designation	Email	Contact No:

MIS Corporate Member No: _____

MIS Individual Membership No: _____

MIS Student Non Member

Address: _____ Postal Code: _____

Organization: _____

Contact Person: _____ Contact Email: _____

Contact No.: _____ (O) _____ (HP)

You may submit your registration form via fax: 6338 8695, email: events@mis.org.sg
Or post it to: 410 North Bridge Road #06-00 Singapore 188726 (Attn: Membership Department)
For more information, please call 6411 1630

Method of Payment

Total Amount Payable: \$ _____ (Please make payment before the event)

Cheque No: _____ Bank Name: _____

Made payable to **Marketing Institute of Singapore**

Please indicate your **Name**, Membership No (if any), Contact Number and Event Title behind the cheque.

Credit Card: AMEX MasterCard VISA

Cardholder's Name: _____ Postal Code: _____

Issuing Bank: _____ CVV No.: _____

Card No: _____ Contact Email: _____

Expiry Date: _____ (MM/YY)

Signature _____

Official Use:

Receipt No: _____ Acknowledgement Sent: _____