

Insights with CEO & CO-FOUNDER of Nuffnang.com



Hear from the man himself on the inside story behind his runaway success in the Blog Advertising Community, Nuffnang.com. Hear how 300 bloggers, including famous blogger Xiaxue, signed up in the first 2 weeks with advertisers taking to the idea enthusiastically. Nuffnang is now Asia-Pacific's first and leading blog advertising community, for people who share the passion for blogging. The community currently reaches out to 1,000,000 bloggers in 7 countries and regions – Malaysia, Singapore, Philippines, Australia, China, Hong Kong, and Thailand.

Spend an invigorating evening with us as we host this mini dialogue session with Ming Shen (or Ming), and get a scoop of his journey including his perspectives & insights in the area of digital marketing, e-commerce and social media!

25 JULY 2013
THURSDAY

6.30PM – 9.00PM

MIS EXECUTIVE CLUB

410 North Bridge Road Level 1 Singapore 188726

MIS Students – Complimentary
MIS Members – \$20.00 | Partners – \$30.00
Non-Members – \$35.00

Public Tertiary Institution Student*: \$10

*This includes all students from NUS, NTU, SMU, NYP, NP, SP, TP and RP only.



ABOUT CHEO MING SHEN, CO-FOUNDER OF NUFFNANG



Armed with a degree in Government and Economics at the London School of Economics (LSE), Ming's first sortie into the online realm came in April 2004 in the form of Singapore's first flash based e-commerce store known as Gadgelt.com.

Ming then co-found Netccentric Pte Ltd with his Malaysian business partner Timothy Tiah (2006). The first project Netccentric developed was a Blog Advertising Community known as Nuffnang.com.

Other businesses activities of Netccentric include Community for Social Media Influencers called Churpchurp.com, an online

shopping mall based out of Singapore, known as Jipaban.com, Malaysia's 3rd largest (by transaction value) group buying site, Milkadeal.com, and an external facing web design and development company Ripplewerkz.

Ming is currently overseeing corporate structuring efforts of all the companies under the Netccentric group and developing an exciting mobile application known as NuffnangX, which will see new offices opening in the UK and US, in the 3rd quarter of 2012.



Registration For Marketing Guru Talk 25 July 2013

Registration Fees:

MIS Member : \$20 Non member : S\$35

MIS Student: Complimentary

Public Tertiary Institution Student: \$10

(Light dinner will be provided)



MARKETING
INSTITUTE OF
SINGAPORE

Event: Insights with CEO & Co-Founder of Nuffnang.com

Participant(s) Information

Name of Delegates/NRIC	Designation	Email:	Contact No:
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____

MIS Corporate Member No: _____

MIS Membership No: _____ MIS Student Non Member

Address : _____
Postal Code _____

Company: _____

Contact Person: _____

Contact No: _____ (O) _____ (HP)

You may submit your registration form via fax: 6338 8695, email: membership@mis.org.sg

Or post it to: 410 North Bridge Road #06-00 Singapore 188726 (Attn: Marilyn Goh)

For more information, you may contact: Joaquim/Marilyn @ 6411 1630/32

Method of Payment

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

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