

THE PROFESSIONAL SERIES

businesses thrive here



Business has only two functions— marketing and innovation."

Peter F Drucker

... to create and keep a customer

DIGITAL DIRECTIONS FINDINGS

ACCORDING TO 648 SENIOR CORPORATE MARKETERS ACROSS APAC:



79%
will INCREASE DIGITAL BUDGETS

13%
will speed MORE THAN HALF OF BUDGET ON DIGITAL

CONFIDENCE IS ON THE RISE

63%
bilieve DIGITAL
MARKETING PERFORMANCE
IS ABOVE AVERAGE

41%
say CUSTOMER
LOTALTY IS IMPROVING

66%
say DIGITAL IS ENABLING
GREATER OPPORTUNITIES

STILL, DIGITAL EFFORTS ARE STIFLED...



35% by LACKING IN-HOUSE TALENT

will speed 10-24% OF

TOTAL BUDGET ON DIGITAL

47% by LIMITED AGENCY CAPABILITIES

39% by inability to make a BUSINESS CASE FOR SPEND MARKETERS ARE ADVANCING CUSTOMER INSIGHTS, BUT...



64% still using REARVIEW MIRROR METRICS AND REPORTING ON PREVIOUS CAMPAIGN RESULTS IKPIS

1 out of 4 every 4

Creativity needs to marry technology really quickly!

Something else is changing

PR is no longer Public Relations but Public Engagements

PR and Marketing need to collaborate to become part of the communications engine in the business of influence

... but how?

SINGAPORE MASTER CLASS

3rd November 2015

Two workshops designed for experienced B2B marketing and communications professionals



Expert Facilitators

Veronica Lind

Veronica, also a marketing technologist, used to lead a marketing team in IBM with a global remit. She has a solid track record of helping the brand grow revenue with the right marketing strategy well executed. She had also been a highly successful entrepreneur with very good business acumen.

Koh JohJu

JohJu is a PR professional with 20 years experience and an excellent track record. She's done the gamut from media relations, planning and executing major events with mass audience, to change management, reputation management and even to crisis communications.



Interactive workshops created using templates and guides developed by two highly skilled marketer and PR professionals over the course of their own work. Take away skill sets that can help your brands establish emotional connections for ROI with their customers.

We will be using a framework that was put together, time tested over the years with B2B marketing and so ready for use with emerging digital marketing technologies. We guide you on a strategy to make the emotional connections during the lifecycle of your engagement with each set of customers so that you can generate leads.

What you will get

- Intense, interactive halfday workshops that incorporate a blend of presentations, discussions and handson exercises.
- A sumptuous
 networking lunch where
 you take this
 opportunity to connect
 with expert marketers
 and open new doors.
- FREE templates for your marketing and communications planning use.



Workshops

1

Strategies for building emotional connections with B2B customers

Marketers and Communicators as ONE: Change the game with digital marketing technologies and social networks in B2B marketing



Workshop 1

Strategies for building emotional connections with B2B customers

The new marketing is all about orchestrating your customer's journey. Develop B2B marketing strategies that allow you to personalise your engagement touch points with each target audience.

Create and drive meaningful messages that effectively communicate what your brand's value and contribution to stakeholders and their communities, and make the emotional connections during the lifecycle of your engagement with each set of customers.

Using a framework that our trainers have created for use in actual B2B marketing over the years, this workshop will help the experienced marketing professional to achieve important goals:

- conduct outreach to stakeholders with limited resources
- forge emotional connections with your B2B customers
- generate demand for your brand's products and services

Workshop 2

Marketers and Communicators as ONE: Change the game with digital marketing technologies and social networks in B2B marketing

Change the game in B2B marketing by focusing on WHAT your customers want and HOW best to deliver the experience with the right digital and mobile marketing technologies.

Marketing and communications professionals work together to make customer engagements meaningful, consistent and effective. They will learn to leverage social media tools and networks to educate, engage and drive sales.

Working towards creating a digital marketing campaign plan, our trainers will discuss:

- develop a campaign map corresponding the customer's lifecycle with your organisation with engagement techniques leveraging engaging content and assets
- the effective use of leading marketing technology components
- examine which social media networks are suitable for your brand
- mobile marketing application to grasp your customer's attention
- the different approaches to measuring marketing effectiveness and value

Fee\$



Each workshop is \$500 per person Sign up for both workshops for only \$900 per person

• EARLY BIRD SPECIALS! SAVE 40%

Each workshop \$500 NOW \$300 only!!

2 workshops \$980 NOW \$540 only!!

SINGAPORS MASTER CLASS

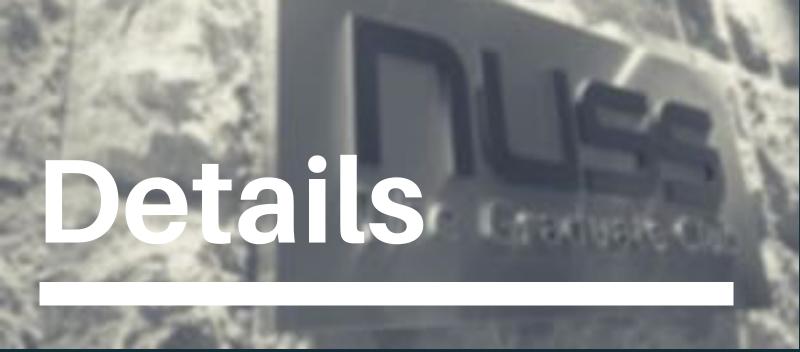
SIGN UP NOW!!!

for actionable knowledge

TUESDAY

03

NOVEMBER





3rd November 2015

Tuesday

Workshop 1:

9 am to 12.30 pm

Workshop 2:

2 pm to 6 pm

Networking lunch:

12.30 pm to 2 pm



NUSS Suntec City Guild House

The College

3 Temasek Boulevard (Tower 5)

#02-401/402

Suntec City Mall

Singapore 038983

Contact

Koh JohJu

Pinstripes Communications Singapore

t:+65.6482.7280

e: workshops@pinstripes.com.sg

w:www.pinstripes.com.sg

