

SINGAPORE MASTER CLASS

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:

SPENDING MORE ON DIGITAL

Only **2%**
will DECREASE BUDGETS

CONFIDENCE IS ON THE RISE

41%
say CUSTOMER LOYALTY IS IMPROVING

79%
will INCREASE DIGITAL BUDGETS

37%
will spend 10-24% OF TOTAL BUDGET ON DIGITAL

13%
will spend MORE THAN HALF OF BUDGET ON DIGITAL

63%
believe DIGITAL MARKETING PERFORMANCE IS ABOVE AVERAGE

66%
say DIGITAL IS ENABLING GREATER OPPORTUNITIES

STILL, DIGITAL EFFORTS ARE STIFLED...

MARKETERS ARE ADVANCING CUSTOMER INSIGHTS, BUT...

50%
by BUDGETS

35%
by LACKING IN-HOUSE TALENT

47%
by LIMITED AGENCY CAPABILITIES

39%
by inability to make a BUSINESS CASE FOR SPEND

Only **20%**
believe DIGITAL IS EASIER TO JUSTIFY

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

1 out of 4
say DATA WILL BE THE BIGGEST ISSUE IN 2015

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 half-day workshops that incorporate a blend of presentations, discussions and hands-on 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

2



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 ~~\$900~~
NOW **\$540** only!!



SINGAPORE MASTER CLASS

SIGN UP NOW!!!

for actionable knowledge

TUESDAY

03

NOVEMBER



Details



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



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