

# DIGITAL:WORKS 2018

**23 - 25 August 2018**

**DIGITAL MARKETING  
CERTIFICATION PROGRAM**



**Omnicom**Group

Centre for  
Marketing Excellence

Lee Kong Chian  
School of Business

# digital:works 2018

## DIGITAL MARKETING CERTIFICATION PROGRAM

Date: 23 – 25 August 2018  
Time: 9.00am – 5.30pm  
Venue: 81 Victoria Street, Singapore 188065  
Administration Building Executive Seminar Room 4.2  
Fee: \$2,500 **Existing SkillsFuture Credit Scheme applicable**  
Additional **10% off** for 2 pax and above



### WHO SHOULD ATTEND

Modern marketers looking to understand and navigate today's digital marketing landscape, for better targeted digital campaigns.

**REGISTER NOW**

### Highlights

- An overview of the best practices, digital marketing tools and social media platforms
- Be on top of the changes in digital and social media marketing
- How to tailor-made your marketing plan using different kinds of digital tools
- Learn more about Digital Analytics and Mobile Marketing
- Client and agency panel from key companies such as Citibank, Daimler Financial Services, Tiffany & Co, Intel and Mars Wrigley Confectionery
- Helping brands connect in deeper ways with consumer using content marketing in all its varied forms

### Advantages of Attending Digital:works 2018:

- Delivery through a unique mix of interactive sessions, case discussions and workshop with an established global client
- The programme gives attendees the opportunity to interact with like-minded people to share their thoughts, and learn more about the different techniques and strategies to improve digital marketing skills
- Gain insights and knowledge from experienced practitioners:
  - ➔ **Amit Mangwani**, Director of Retail, Intel AP
  - ➔ **Ben Israel**, General Manager, Proximity Singapore
  - ➔ **Dan Paris**, Business Development Director APAC, TBWA
  - ➔ **David Kiu**, Vice President, Corporate Affairs, Mars Wrigley Confectionery, Asia-Australia, Middle East and Africa
  - ➔ **Erica Kerner**, Vice President, VP Marketing & Communications – Asia Pacific, Tiffany & Co
  - ➔ **John Bailey**, Partner/Managing Director, Ketchum Singapore
  - ➔ **Jon Chin**, Partner / Regional MMK+ P&G APAC SPOC, Ketchum
  - ➔ **Joshua Lee**, Managing Partner, Tribal Worldwide Singapore
  - ➔ **Liam Winston**, Managing Partner, Mobile Now Group
  - ➔ **Marion Gillich**, Vice President Sales & Marketing AAP, Daimler Financial Services Africa & Asia Pacific
  - ➔ **Niamh Byrne**, Citi N.A. Region Head of Marketing, APAC & EMEA
  - ➔ **Nicholas Kontopoulos**, Regional Head of APAC Marketing, Magento
  - ➔ **Sandeep R. Chandukala**, Associate Professor of Marketing, Singapore Management University
  - ➔ **Susanne Arfelt**, Vice President, McCormick Asia Pacific
  - ➔ **Tuomas Peltoniemi**, President Asia Pacific, TBWA\|DAN
  - ➔ **Wolfgang Kaller**, Managing Director, RAPP APAC

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### Registration Form

Participant Name	Designation	Email	Contact Number

<b>Company:</b>	
<b>Billing Address:</b>	<b>Postal:</b>
<b>Contact Person:</b>	<b>Designation:</b>
<b>Tel:</b>	<b>Email:</b>

To utilise SkillsFuture Credit Scheme, please sign up online to complete the registration.

#### How do you learn about digital:works 2018?

- Email Invitation  
  Website  
  Brochure  
  Social Media  
  Others

Fees	Before GST	After GST
Early Bird (by 31 July 2018)	\$2,250	\$2,407.50
Normal (by 31 July 2018)	\$2,500	\$2,675

#### PAYMENT METHODS

All payments to be made payable to Singapore Management University  
Please tick and fill in the following:

**Cheque/Bank Draft No.**

Please mail cheque payment with the company name indicated on the reverse of cheque together with the registration form to:

Centre for Marketing Excellence  
Lee Kong Chian School of Business  
Singapore Management University  
50 Stamford Road, #04-01

For credit card payment, please contact hlchong@smu.edu.sg for the authorisation forms

Please forward a cheque, made payable to Singapore Management University. Kindly indicate the invoice number at the back of the cheque.

Please mail to:

**Centre for Marketing Excellence**  
**Lee Kong Chian School of Business**  
**Singapore Management University**  
**50 Stamford Road**  
**#04-01**  
**Singapore 178899**

**10% Group Discount**  
**for 2 pax**  
**and above**

#### CANCELLATION POLICY

All cancellations must be received in writing to: Centre for Marketing Excellence, Singapore Management University. The following charges apply for cancellations received:

- 4 weeks prior to the course commencement: No charge
- No refunds will be issued after 1<sup>st</sup> August 2018
- Replacements from the same company will gladly be accepted at any time