

MARKETEER

ISSUE 2/2011

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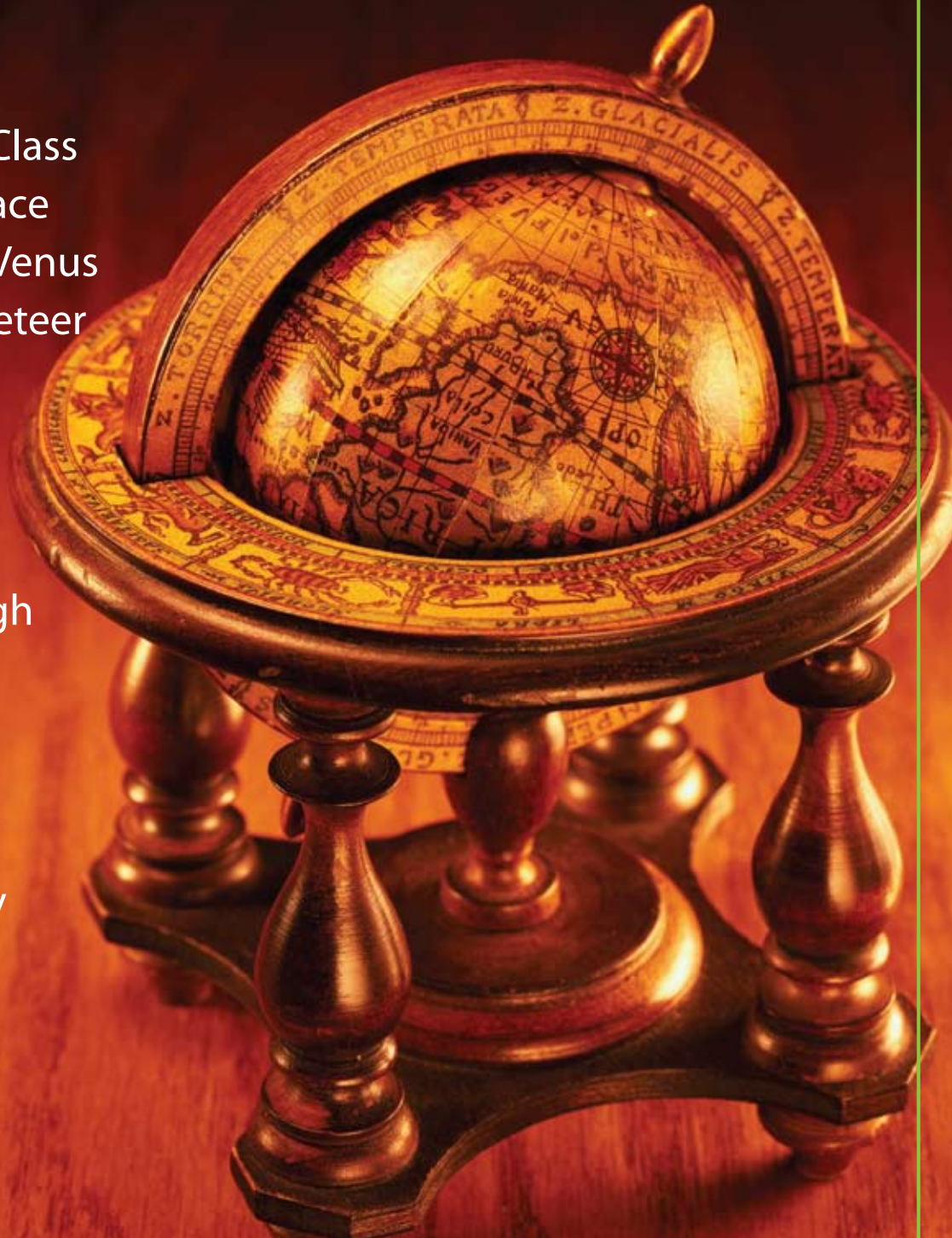
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MARKETEER

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COVER

Cover Design depicts a World Map. It's designed to serve as our value system and as a means to help marketers to find their direction to genuinely and effectively connect with their customers.

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CORPORATE BRIEF

The Institute of Marketing Malaysia (IMM) is the only registered Institute in the country organised for the purpose of serving the marketing fraternity in Malaysia. Formed under the Society's Act 1979, the Institute has assisted and will continue to assist, train and bring together marketers from various business and industries with one common goal that is to improve the marketing skills of all its members.

We therefore welcome everyone with a passion in marketing to join the Institute to support, promote and enhance professionalism in marketing.

Philip Kotler : GOING WORLD CLASS

WOM: Can break you or build you

By M.KRISHNAMOORTHY

Father of Modern Marketing, Dr Philip Kotler said: "Word of Mouth (WOM) will either make you or break you". For instance if a product is really good and then customers will talk positively about it. This in turn will translate into higher sales and more profitability.

On June 1, 2011, he reiterated WOM and its importance at a one day seminar in Kuala Lumpur, attended by CEOs, GMs and marketing executives, organized by the Institute of Marketing Malaysia and its partners.

Speaking on the "Future of Marketing: Going World Class" Kotler added that if the feedback is negative on any product or service, then the sales will dip, in spite of whatever great branding or advertising done. Kotler's Marketing 3.0 also goes beyond "messaging" customer to encompass how a company defines and embodies its values for a variety of stakeholders.

He discussed how brands have an impact on issues such as poverty, socio-cultural, change and environmental sustainability. "Values driven marketing affects employees, channel partners and shareholders. When talking about the development of any country such as Malaysia," he reiterated on the importance of three categories, which are youth, women and medicine.



"Youth is important because of their potential and skills that they can attain.

Women are an incredible asset, which is underutilized in the developing countries and medicine because of the ability of the developing country to make cheap and good medicine."

Few people have made as profound an impact on business and marketing as Kotler made this visible to all the participants. He is a Distinguished Professor of International Marketing at the Kellogg Graduate School of Management. He's also the author of more than twenty books, including the classic, *Marketing Management* (now in its eleventh edition) and *Marketing Professional Services*.

Kotler also stated that the main objective of Marketing 3.0 is to make the world a better place through production and design of more "nature friendly products".

"Going World Class" is a forum with vision of creating better world through marketing. It is a unique venture with some of the world's most influential marketers, academia, corporate leaders

and development experts to find solutions to some of the biggest challenges in the world.

Asia is on the rise, Kotler remarked. "But one challenge remains: how can Asian local companies ride the wave and conquer the global market?" He argued that to reach world-class stature, marketers have to leapfrog and utilize the latest tools in the new interconnected world.

He calls this the new chapter of marketing. In the longer run, another set of future marketing tools is currently being developed. Accompanied by one of his most productive co-authors, Indonesian Hermawan Kartajaya, Philip Kotler opened the eyes of the participants on how marketers can compete in the global market. "Asia is now a promising market. Not only the population size, but the countries

in Asia have abundant natural resources. Even when countries of Europe and the United States were undergoing an economic crisis two years ago, China, India, Malaysia and Indonesia continued to grow."

"For Asian firms it is no longer enough to be champion in their own country. The company must be able to compete with multinational companies and also outside its territory as it expands. It is not easy, but there are ways and tools that can be used to achieve these goals."



Hermawan Kartajaya – One of the 50 Gurus shaping the future of marketing sharing his thoughts with participants.

Marketeer

Kotler shared his strategies for how local companies successfully enter the global market. According to him to win the competition in global markets marketers must jump and use marketing tools that are engaging new world. This is what he described as the new chapter of marketing.

On competition, he said: "Watch the fact that companies don't compete anymore. Companies form networks of suppliers and distributors, partners, and it's the network that competes against other networks. On this, Kotler cited Nike which is into outsourcing. Nike surprisingly is not a shoe manufacturer and this of course shocks people because we all have pairs of Nike shoes, but the manufacturing is done under contract with other people in the Far East. Nike's core competence is not manufacturing, it is two things, it is designing

shoes and marketing shoes, and so the question always arises, what should you outsource?" "And this was a question posed to me by a company recently and I analyzed the company and I suggested that they outsource everything, and they said what do you mean, and I said well, you're not good at anything!

Because the theory of outsourcing is always let someone else do something for you which they can do better, and cheaper and if they can do it better and cheaper why should you be doing it. I said there's only one hope you have, and that is if you are going to be good at managing outsources. So if you're good at doing that, you can be saved. By the way, if you do it well you can be making an infinite rate of return," Kotler added.

Consultants must do a better job of documenting their work time in the

most efficient manner. I know of a law firm that is willing to propose the cost of the work in advance and if they are off the mark, they will absorb the difference. Clients want to know what the cost is likely to be. Kotler is the marketing expert who wrote the textbook Marketing Management, which is used by anyone in the world who is studying Marketing.

Wall Street Journal referred to him as one of the most influential business thinkers. On his 80th birthday in Kuala Lumpur, the marketing guru advised Malaysian companies to acknowledge the trend changes in consumer behavior and perception. "Within five years if you continue to run the business the way you do now, then you will go out of business.

If the companies keep on running on the old and traditional values and don't acknowledge the trend



Seminar participants during a "Q & A Session".

changes in consumer behaviour, perception and change then they will have sustainability issues,” he said. Kotler emphasized on the field of cybernetics, which means continuous feedback of consumers and other stakeholders. He said on the need for implementation of more powerful than other traditional tools such as advertisement.

“The opinions of the stakeholders play a key role in the profitability, sustainability and return ability of the company.”

In his discourse Dr. Kotler says, that customers have realized that their purchasing power has a global impact and they are acting accordingly and talking to each other about the choices they make. Marketing 3.0 explains how one can engage this conversation, position brand as a positive force in the world and collaborate successfully with customer-advocates.



Recipients of the “Malaysia Service To Care Award 2011”



M. KRISHNAMOORTHY

After being an experienced full time journalist for the past 25 years, he is currently freelancing as a coordinator/fixer for CNN, BBC, German, Australian TV networks, TIME magazine and newspapers in Malaysia.

He has worked full time as a journalist with The Star for 15 yaers and New Straits Times for 11 years. THE YOU IN JOURNALISM is his fourth book, currently used as a journalism text book for first year university students by lecturers in local universities and colleges. The other books are EXPORTERS’ DIRECTORY/ 1978 and two books related to tourism: 90 REASONS TO VISIT MALAYSIA 1990 and SHOPPING GUIDE.

GREAT Workplace guru Burchell at SEPANG GOLDCOAST

By M.Krishnamoorthy

For two decades, the Great Place to Work Institute in the US has been developing the annual ranking of the best companies to work for in the US and in 39 countries around the world. In the US, the ranking is published by FORTUNE and is best known as the FORTUNE 100 Best Companies to work for.

In 2010, the list included among its finalists: SAS, Google, REI, Scripps Health, Hoar Construction, DreamWorks Animation, Zappos.com, Salesforce.com, Cisco, Marriott International, American Express, Mayo Clinic and Microsoft.

About 100 Malaysian CEOs and senior executives were fortunate in July this year when the Institute



of Marketing Malaysia and Sepang Goldcoast management organized a two-day workshop by the institute's senior consultant and author of The Great Workplace Michael Burchell.

The book reveals what separates the great from the good companies to work for. And, briefly it's the leader's ability to create Trust, Pride and Camaraderie in their companies. At Sepang Goldcoast

resort, opened a year ago, as Malaysia's iconic tourism product to the world, its CEO Yanki Regan said as part of its anniversary celebration for its clients and patron, Dr Burchell was invited to share his thoughts on his book- The Great Workplace.

At the opening of the workshop Regan added: "We hope you will gain a lot during the two days about the essential elements and the best practices in making our organisation a great workplace. It's not what you do; it's how you do it.

"Trust, pride, credibility, camaraderie and respect for our employees is transforming Sepang Goldcoast as a great place to work. A great place to work fosters employee trust in their leaders, pride in what they do, and enjoyment in the people they work with." A great place to work answers the fundamental question: "What is the business value of creating a great workplace?"



To be a leader in a great workplace, you need to not only execute your role but also instill certain beliefs in people as you are doing it says Michael Burchell (right).



A slice of paradise. Villa stretches along the pristine borders of the magnificent Straits of Malacca, providing stunning views.

"Similarly, Sepang Goldcoast, Regan added wants to create the resort as a great place to work for its more than 500 employees. "If you are a leader, you must communicate, make decisions, and interact with people, just as leaders in all companies do. You may carry out your job description very well. But to be a leader in a great workplace, you need to not only execute your role but also instill certain beliefs in people as you are doing it."

The goldcoast is not only a great workplace for those living in and around Sepang, but is also a haven of peace, and is perfect for eco adventure, non-motorised water sports, and family-friendly fun for tourists. It's a great place to relax and unwind. The villas were built with minimum impact to the environment and touted

to be the first eco-friendly sea-hotel in the world, Golden Palm Tree resort is located in Malacca Straits which was once a famous trading route. The award winning sea villas offer luxurious, spacious accommodation that feature a fusion of tradition and modernity in its interior designs. Burchell said, the touches on: "What is the business value of creating a great workplace?".

It brings the definition of a Great Place to Work alive with anecdotes, best practices, and quotes from employees working at the best workplaces in the US. Companies featured in the book include: General Mills, Google, Gore, Microsoft, PricewaterhouseCoopers, SAS, Scripps Health, Wegman's and S.C. Johnson. "As organizations grapple with the complexity and challenges of leveraging

human capital in today's hyper-competitive work world-and as the Institute increases its presence across the world.

"The book is a "must read" source for understanding the essential ingredients in and trends of great places to work," Burchell told the participants. The book helps in understanding the essential ingredients of A Great Place To Work.

It examines the business case for developing A Great Place To Work and how one can learn the best practices for the best companies to work for. It also emphasizes on the role that Trust plays in being A Great Place To Work and identifies opportunities for change in your organization.

Marketing IN VENUS Reach OUT WITH YOUR Heart

By M.KRISHNAMOORTHY

Do you have a passion for marketing?

Marketing in Venus is all about working from within oneself with intuition and passion.

Yes. It is about going deep down inside you working from your heart with the emotional attachment to market a product or service.

The importance of passion in marketing for products and services is how you relate to the customer. We believe that using the 4Ps alone is not sufficient to be successful in what we want to do on this Earth that has become Venus. The authors of Marketing in Venus, Hermawan Kartajaya and Professor Dr Samsinar Md Sidin conducted a one day seminar in Kuala Lumpur to a packed audience of about 200 participants. They comprised of CEOs, CMOs, sales and marketing executives and it was held at the Royale Chulan Hotel on Wednesday, November 23.

The marketing experts who have authored several books on marketing in Indonesia emphasised on the point that people are emotional, and "we have to look at what the customers' want, and get deep into their hearts, digging

their ultimate latent motivation of their intents. Only in doing those things can we actually make the customers really happy, satisfied and consequently loyal to our products and services."

The speakers were fully charged with emotions, not the typical lecture because they spoke from their hearts trying to reach out to everyone in the hall. They highlighted how emotional marketing can reach out and touch the hearts of consumers. Previous approaches in business models, strategies and tactics which were once sure solutions have become obsolete.

PASSION FOR MARKETING

"Perspectives from the Heart are comprehensive, and the perspective that we took had several twists which we both believe in. They all came from the heart; the passion, emotions, and involvement."

Hermawan further analyzed consumers' overt behaviour, as he looked at how to win their hearts! On the subject understanding the emotional impact of Information Technology, Hermawan said people

were still using this advanced technology more for their roles as human-beings not economic animals. "Information technology enables people to communicate more as human beings by carrying more emotional messages. Therefore, earth is becoming Venus-the planet of women-not Mars -the planet of men."

Basically women are more interactive compared to men. With this interactive technology, men can do more interactions through SMS, e-group and chatting.

Therefore, WO-MEN could be interpreted as the real women or Woman-Oriented men! So using your heart, he said:

"Learn how to touch your customer's heart and make them as passionate about your brand and products as you are."

Customers, he said were always looking for value through more functional and emotional benefit. Brands always sells the "feel good benefit" of their products in order to boost its product's value. To explain the point he questioned. "Do people buy BMW for the technology or prestige?"

INTUITION

In the information-flooded world, he said that intuition and gut feeling will matter. His advice was:

“You must utilize your “reservoir of wisdom” and sharpen your intuition. To succeed in Venus you must go beyond the limits of data and information, and continually leverage your intuition.”

The speakers illustrated what IT icon Steve Jobs had to say about passion by drawing reference to his famous speech. Quoting Jobs in their presentation they highlighted what Jobs stood for:

“Your time is limited, so don’t waste it living someone else’s life. Don’t be trapped by dogma - which is living with the results of other people’s thinking. Don’t let the noise of others’ opinions drown out your own inner voice. Create the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.”



Seminar speakers and author of the book Marketing In Venus: Hermawan Kartajaya and Prof. Dr. Samsinar Md. Sidin.

INSIGHTFUL

Be insightful, and obtuse was another principle they stressed.

“Emotional needs cannot be directly measured by a quantitative and direct research. It can only be explored and predicted through a customer. Insight based survey. Quantitative research is about what has happened to your customers. Customer insight, however, is about what will happen to them.”

Hermawan indicated that surveys don’t really expose the truth.

“If you ask women what they want in a magazine, they will say beauty tips, fashion tips, health tips, career tips and astrology. But they will never say they want advice for their intimate relations. However, why is it that most women magazines have sex advice columns which they profile in the front page?”

In addition to being proactive, it was stressed that success in Venus depends on how your brand builds its own charisma. Build an aura surrounding your brand and this is key in getting your brand recognised.

SOME OF THE KEY POINTS IN DELIVERING SERVICES ARE:

- In Venus, reliability is only the basic, empathy is the real core element of customer service
- Without empathy you will not be able to
- Really understand your customers, in and out
- The essence of empathy is sensing and
- Respond to their unspoken concerns and feelings.

The speakers also drove home the point of involving their customers in the business process. To lock your customers' loyalty you should make your brand and product theirs at the very beginning of its birth. The more you involve them in any business processes, the more sense of ownership they will have. Let them in, and you will win.

LEARNING POINTS ON STAYING IN TOUCH WITH CUSTOMERS

- Information technology is creating a more emotional world
- To really understand customers' needs, you must use your intuition and be proactive in probing customer insight
- To create customer value, your brand must be charismatic, empathetic, and inviting
- Your marketing strategy should be dynamic, touchy, and trustworthy
- Your marketing tactic should be more contextual, experiential and perpetual



Learn how to touch your customer's heart and make them as passionate about your brand and products as you are.

Building A HIGH PERFORMANCE SALES TEAM

By **TOM ABBOTT**

A great salesperson does not equal a great sales manager. It seems natural for the best performing salespeople to become promoted to positions of sales managers. However, many sales managers struggle in that role because they lack the knowledge, skills, and/or abilities to fully support their sales teams as they should. What makes a sales manager the most effective is knowing how to COACH sales professionals, focusing less on sales techniques and more on accountability, goal-setting, and time-management techniques. In my work with Directors and sales managers within SMEs and MNCs, we focus on the following step-by-step process for building a high performance sales team:

BECOMING A SALES COACH

Share your vision with your sales team and encourage them to contribute so they can take ownership of the organizational vision. As a great sales manager you focus on the “what” (vision and objectives) and leave the “how” (tactics and implementation) to your sales team. Great sales managers are great team supporters providing their teams with the resources necessary to realize the vision. Coaching your sales team also includes rewarding them for achieving the objectives and helping them come up with solutions to their challenges. Your sales team performance should always be measured against clearly defined (and clearly understood) objectives.

IMPROVING COMPENSATION PLANS

Sometimes it helps to differentiate between existing accounts and new accounts. It's important to compare the value of each sale dollar produced from existing accounts to new accounts. You could also look at the effort needed to maintain existing customers versus acquiring new customers. Do your existing accounts essentially take care of themselves or are they high maintenance? If your sales team must continue expending effort in order to maintain accounts, their compensation must be commensurate with their effort.

RECRUITING AND RETAINING THE BEST TALENT

Great sales managers must also become great human resources managers in order to recruit and retain the best talent. In recruitment, it's important to create a list of the knowledge, skills and abilities (KSAs), candidates must possess, as well as those which are desirable. Something else to keep in mind when recruiting the best talent is the difference between aptitude and attitude. Aptitude refers to components

of competency, that while essential, can be increased through proper orientation and training. Attitude on the other hand, refers to a person's beliefs, values, and work ethic, which are unlikely to change. When in doubt, hire attitude and train aptitude.

ASSESSING PRODUCTIVITY AND PROFITABILITY

Your sales team must be assessed according to clearly defined (and clearly understood) objectives. As a great sales manager it is your responsibility to communicate your objectives as far as sales volume, sales revenue, profitability, return-on-investment, market penetration, and market share. Be specific. Set deadlines. Coach your sales team by rewarding them for achieving the objectives and helping them come up with solutions to improve the results from their activities.

TOM ABBOTT



Tom Abbott is the Founder of the Singapore-based consultancy, Soho Sales Coaching and for more than ten years, he has been working with organisations worldwide to help them increase sales. In addition to training, coaching and delivering keynotes, Tom is the author of the newly released book 'The SOHO Solution: 21 Selling Strategies For Growing Your Small Business'.

1st MALAYSIAN WOMEN Marketeer Award

Women are, undoubtedly, the pillar of success behind every man and the strength behind every flourishing family. Asians have never forgotten the grand days of their matriarchal society that has shaped kingdoms and governments as we know them today. Women are also today an important contributor to the business world.

To honor the role of women in business, the Institute of Marketing Malaysia together with MarkPlus. Inc recently introduced the 1st Malaysian Women Marketeer Award 2011. This award is in recognition of achievements made by women as a result of their tenacity, competence and courage in the field of Marketing.

This year, there were four (4) winners of the Malaysian Women Marketeer Award. They are:



DATO' ROZALILA ABDUL RAHMAN

Chief Marketing Officer, Telekom Malaysia for her leadership of TM's marketing organization and success in launching TM's new Unifi triple play broadband, Internet and IPTV service.



DR. MARCELINE LEMARIE

Founder, Katchi Group for her success in innovating new marketing products in the form of a new combination public phone/outdoor billboard.



DATIN DR. CLARA L CHEE

Founder, Clara International Beauty Group for her entrepreneurship and success in developing one of the largest group of beauty companies in South-East-Asia.



DR. WANG KIM HA

Founder, Smart Reader Worldwide Sdn. Bhd. for her success of using marketing or social good. Smart Reader has developed the intellectual abilities of children via its over one hundred branches all over Malaysia and also in other countries.



Winners of the Women Marketeer Award and speakers exchanging views and sharing their thoughts on the role of women in business and marketing.

The award ceremony was held in conjunction with the One-day Seminar “Marketing in Venus” held at the Royale Chulan Hotel in Kuala Lumpur on November 23rd 2011. The awards were presented by Hermawan Kartajaya from MarkPlus and Dato’ Sharifah Mohd. Ismail of IMM. The Malaysian Women Marketeer Award is an annual award given by IMM together with the World Marketing Association to recognize the performance and contribution of women marketers to the development and success of the marketing industry in Malaysia.

HEARTIEST CONGRATULATIONS

Marketeer



Heartiest Congratulations

YBhg. Dato’ Rozalila Abdul Rahman

On being conferred

DARJAH INDERA MAHKOTA PAHANG (DIMP)

By

**His Royal Highness Sultan of Pahang Sultan Haji Ahmad Shah
Al-Musta’in Billah Ibni Al-Marhum Sultan Abu Bakar
Ri’ayatuddin Al-Mu’adzam Shah**

On the occasion of His Royal Highness’s
81st Birthday on **24th October 2011**

From all of us at



INSTITUTE OF MARKETING MALAYSIA

24TH Annual General Meeting (AGM)

The Institute of Marketing Malaysia (IMM) held its 24th Annual General Meeting on 21st May 2011 at Hotel Singgahsana, Petaling Jaya, attended by almost 50 members. At the AGM 14 council members were elected to serve their 2-year

term (2011-2013) at the Institute. Incumbent President Dato' Sharifah Mohd. Ismail, was unanimously elected to a fifth term while Datuk Marimuthu Nadason, President of FOMCA, was elected as Vice President. Other Council

Members elected include Haslina Azlan, Manager Consumer Sales Selangor at Telekom Malaysia as Honorary Secretary while Dr. Leow Chee Seng, Consultant/Trainer of Yale Consultancy Sdn Bhd was elected Honorary Treasurer.



Members at the AGM. Moving forward the Institute is taking every effort to ensure that we deliver the benefit to our members and take the Institute to the next level of excellence.

At the AGM, the Council presented its Performance Report for the year 2009-2010 highlighting the Institute's achievements, challenges and future plans.

The term continued to be a very challenging one yet exciting filled with numerous programmes and activities organized for the benefit of our members as well as other professionals. The Institute continued with its efforts to focus on its core business of training and education and in enhancing the knowledge and skills of our marketers. During the period, a total of thirty (30) public seminars and training programmes were

conducted by the Institute and this has benefitted more than 2,000 participants from various sectors and industries across the nation.

There were also opportunities for a few in-house training programmes conducted by the Institute. This is a testimony to the confidence of our members towards the capability and capacity of IMM to do the training for their organizations. We hope there will be more of such opportunities from our members in the coming years. With support from our members and everyone in the industry we shall continue to explore new programmes and initiatives in our efforts to enrich the

lives and careers of our members as well as other professionals in the marketing fraternity in the country and around the region.

The Institute has plans to explore long term relationship and collaboration with universities, colleges, institutions of higher learning as well as various other organizations and corporations in all its training and education offerings as well as research initiatives. The Institute is also looking for more consultancy work so as to give a more holistic approach and input on marketing related activities for organizations and enterprises.

Moving forward we are strengthening our membership base especially our corporate and individual membership and we are taking every effort to ensure that we deliver the benefits to our members. Let us collectively strive to move forward and bring the Institute to the next level of excellence.

COUNCIL MEMBERS 2011 - 2013



*Seated from left: Haslina Azlan, Shahana Azlan, Dato' Rozalila Abdul Rahman, Dato' Sharifah Mohd. Ismail, Prof. Samsinar, Siti Badarny and Sarah Tan
Standing From Left to Right: Sallauddin, Datuk N. Marimuthu and Dr. Leow Chee Seng*



**TENGKU NILA PUTRI
TENGKU ILHAM**
Marketing Director
Groupe SEB (M) Sdn Bhd



ATIKA SULAIMAN
Managing Director
Laris Worldwide (M) Sdn Bhd



LAI CHIN FEE (K.K. LAI)
Chief, brandDNA™ Coach
Blue Ocean Brand Academy
Sdn Bhd



**MOHAMMED SALIM BIN
ASHEDOFF**
Corporate Trainer & Consultant
Primus Inter Pares Consultancy

WELCOME ABOARD!

Congratulations and a Warm Welcome to all our new Corporate Members who joined the Institute from July 2011 to December 2011.



• Open University Malaysia •



• SEGi International Berhad •



• Kolej Poly-Tech MARA •



• ABC Mediaworks Sdn Bhd •



Othman Yeop Abdullah
Graduate School of Business
Universiti Utara Malaysia

• Othman Yeop Abdullah Graduate
School of Business •

Corporate Membership Renewal

A total of 14 (FOURTEEN) Corporate Members renewed their membership with IMM during the period June 2011 to 31st December 2011, as follows :



• Universiti Utara Malaysia •



• Universiti Putra Malaysia •



• Asturi Metal Builders (M)
Sdn Bhd •



• Puncak Niaga Holding Berhad •



• Media Prima Berhad •



• Malaysia Productivity Corporation •



• Bank Islam Malaysia Berhad •



• Universiti Teknikal Malaysia
Melaka •



• Northport (Malaysia) Berhad •



• Projek Lintasan Kota Holding
Berhad (PROLINTAS) •



• MATRADE •



• Tenaga Nasional Berhad •



• UDA Holding Berhad •



• Taylor's College •

Individual Membership Updates

The Institute Registered 39 (THIRTY-NINE) New Ordinary Members, 1 (ONE) Life Member and 86 (EIGHTY-SIX) Student Members during the period May 2011 to 31st December 2011.

New Ordinary Members

NO	NAME	PROFESSION	COMPANY/ORGANIZATION
1.	Nurul Zarirah Binti Nizam	Lecturer	Universiti Teknikal Malaysia Melaka (UTEM)
2.	Nusaibah Binti Mansor	Lecturer	UTEM
3.	Dr. Ismi Rajiani	Lecturer	UTEM
4.	Prof. Madya Ahmad Rozelan Bin Yunus	Lecturer	UTEM
5.	Noorazilah Binti Mohamed	Lecturer	UTEM
6.	Mohamed Salim Bin Ashedoff	Consultant	Primus Inter Pares Consultancy
7.	Jason Yong Kian Chong	Partner	Yong Trading Co.
8.	Mukhifun Bin Mukapit	Lecturer	UTEM
9.	Albert Feisal @ Muhd Feisal Bin Ismail	Lecturer	UTEM
10.	Othman Bin Aman	Lecturer	UTEM
11.	Amir Bin Aris	Lecturer	UTEM
12.	Nor Azah Binti Yahya	Lecturer	UTEM
13.	Siti Nurbaya Binti Yahaya	Lecturer	UTEM
14.	Dr. Md Nor Hayati Bin Tahir	Dean	UTEM
15.	Isma Addi Bin Jumbri	Lecturer	UTEM
16.	Shahana Binti Azlan	Consultant/Trainer	Canadean U.K.
17.	Keith Ngai Ji Song	Director	Teut Resources Sdn Bhd
18.	Karen Kueh Meng Koon	Lecturer	Swinburne University of Technology, Sarawak
19.	Siti Badarny Shamsaifah Hassan	Chief Administration Officer	GSM-UPM
20.	Evelyn Tan Siew Foong	Marketing Manager	Genting Property Sdn Bhd
21.	Keng Ben Sen	Sales Manager	Bluescope Lysaght (Sarawak) Sdn. Bhd.
22.	Mohd. Noor Bin Abu Bakar	Chief Executive Partner	Imran Chartered Accountant
23.	Siti Haryati Shaikh Ali	Lecturer	UiTM Terengganu
24.	Hamliza Sham Binti Mohamed Arifin	Corporate Communications Director	Astronautic Technology (M) Sdn. Bhd.
25.	Yeap Chin Chong	Executive Director	Tropicana Management Sdn. Bhd.
26.	Mazlina Binti Mohamed	Lecturer	Politeknik Kota Bharu, Kelantan
27.	Salwuan Binti Ab. Halim	Lecturer	Politeknik Kota Bharu, Kelantan
28.	Grainne O'Reilly	Trade Executive	Enterprise Ireland

New Ordinary Members

NO	NAME	PROFESSION	COMPANY/ORGANIZATION
29.	Nazilah Binti Adip	Head of Program	Politeknik Merlimau, Melaka
30.	Nurol Aleyzan Binti Ghazali	Lecturer	Politeknik Merlimau, Melaka
31.	Saeid Khorshidi	Marketing Executive	Soft Salvors
32.	Brenda Ooi Yi Ying	Senior Marketing Executive	Eik Seng Machinery Sdn Bhd, (Penang)
33.	Jacyln Ong Hui Lee	Marketing Executive	Info Connect Sdn Bhd
34.	Assoc. Prof. Dr Nor Azila Mohd Noor	Associate Professor – Marketing Dept	Othman Yeop Abdullah Graduate School of Business – UUM
35.	Rosdi Effendi Mohammed Effendi	Head of Marketing	PLUS Expressways Berhad
36.	Aida Rohana Ismail	Consultant	Chartis Malaysia Insurance Berhad
37.	Noor Irfan Khairi Bin Mohd. Azmi	Director	Irfan Khairi Sdn Bhd
38.	Tengku Ismith Tengku Ilham	Senior Manager, Finance	Pharmaniaga Berhad
39.	Ferozah Haini Binti Mohamed Ahmad	Professor-Lecturer	UiTM Dungun, Terengganu

Ordinary Membership Renewal

The Institute thanked the following Ordinary Members who renewed their membership with IMM during the period May 2011 to 31st December 2011. Special thanks to Mr Benjamin Lo Siew Ming and Mr Logindran Thiruvengidam who renewed their membership up to 2015 and 2014 respectively.

NO	NAME	PROFESSION	COMPANY/ORGANIZATION
1	Ganeshwaran Thanapalasingam	Tutor	Private
2	Mr Leong Chee Khin	Senior Sales Executive	Shima Asia Pacific (M) Sdn Bhd
3	Dato' Jimmy Lim Lai Ho	Managing Director	Tokai Engineering (M) Sdn Bhd
4	Mr Lee Chee Seng	Senior Manager	Sapura Technology Bhd
5	Tengku Nila Putri Tengku Ilham	Marketing Director	Groupe SEB (M) Sdn Bhd
6	Dato' Zakaria Kamaruddin	Senior Director	MATRADE
7	Ismail Hj Abdul Rahman	GM. Corporate Affairs Division	Tenaga Nasional Berhad
8	Dato' Syed Danial Syed Ariffin	CEO	Puncak Niaga Holdings Berhad
9	Dato' Ir. Lee Miang Koi	Chief Operating Officer	Syarikat Bekalan Air Selangor (SYABAS)
10	Benjamin Lo Siew Ming	Manager	Impact Zone Sdn Bhd, Sabah
11	Mohamad Riza Bin Dato' Seri Abdahir	General Manager	Jopami Group of Companies
12	Tan Teng Kiat	Director	Syarikat Tan Eng Ann Sdn Bhd
13	Logindran s/o Thiruvengidam	Consultant	Chance "n" Choice
14	Lim Beng Keat	Marketing Manager	TTE Electronics Sdn Bhd
15	Nasiruddin Mohd. Ibrahim	Manager-Learning	Petronas Management Training Sdn Bhd

New Life Member

Congratulations to Encik Ismail Hj. Abdul Rahman whose application for Life Membership was approved in August 2011. Encik Ismail, who is attached to Tenaga Nasional Berhad has been a loyal Ordinary Member of IMM since 2001.

New Student Members

IMM registered a total of 86 (EIGHTY-SIX) new Student Members during the period May 2011 to 31st December 2011. 40 of the Student Members are from Universiti Teknikal Malaysia Melaka (UTEM) - who attended a 2-Days Course on "Brand – What It Means to You and Your Business" and another 40 who attended a 2-Days program on "Customer Service Management". As an incentive, they were given Complimentary Student Membership valid for ONE (1) year. Details of the New Student Members are as follows :-

NO	NAME	UNIVERSITY
1.	Alfred Pun Khee Seong	Universiti Teknikal Malaysia Melakla (UTEM)
2.	Choy Min Yee	UTEM
3.	Hafini Suhana Binti Ithnin	UTEM
4.	Liz Shariman Bin Ramli	UTEM
5.	Malathi a/p Batumalai	UTEM
6.	Mohd Ashraf Bin Ahmad	UTEM
7.	Muhammad Amir Afham Bin Huslan	UTEM
8.	Ng Bee Tyng	UTEM
9.	Noorzalika Binti Mohammed Ghazali	UTEM
10.	Nor Farhyne Binti Mohd Kamil	UTEM
11.	Nur Shazzana Binti Ahmad Shaker	UTEM
12.	Roger Lee Boon Hean	UTEM
13.	Rose Lew Ai Fen	UTEM
14.	Yap Xue Nee	UTEM
15.	Yong Chea Chee	UTEM
16.	Nur Azri Mahmud	UTEM
17.	Muhammad Firdaus Abd Rashid	UTEM
18.	Luayy Rabbani Bin Lukaman	UTEM
19.	Nur Atiqah Binti Nordin	UTEM
20.	Siti Nor Kamaliah Binti Mat Jusoh	UTEM
21.	Halimatun Binti Abdul Aziz	UTEM
22.	Izahita a/p Itam	UTEM
23.	Mahfuzah Mustafha	UTEM
24.	Faridatul Sakinah Binti Othman	UTEM
25.	Nurul Hafizah Binti Md Nasruddin	UTEM
26.	Muhammad Azri Bin Amirrudin	UTEM
27.	Nurfah Nabilah Binti Mohd Fadzil	UTEM
28.	Nor Hazwani Binti Musa	UTEM
29.	Nur Fatin Aqlily Binti Rosli	UTEM

MEMBERSHIP UPDATE

Marketeer

NO	NAME	UNIVERSITY	NO	NAME	UNIVERSITY
30.	Nalini a/p Subramaniam	UTEM	61.	Muhamad Hafizul Bin Mamat @ AB Wahab	UTEM
31.	Muhammad Fahimi Bin Sofian	UTEM	62.	Noor Azreen Binti Mustaffa Kamal	UTEM
32.	Muhammad Bin Hj Mat Aris	UTEM	63.	Norbaizura Binti Harun	UTEM
33.	Nur Huda Binti Redzuan	UTEM	64.	Nur Syuhada Binti Mohammad	UTEM
34.	Nabilah Najah Binti Mohd Nasir	UTEM	65.	Nurashikin Binti Mohammad Yusof	UTEM
35.	Zulkifli Bin Kintan	UTEM	66.	Nurul Iziana Binti Mohamed Nor	UTEM
36.	Nurul Hashimah Binti Jaffar	UTEM	67.	Nurul Syazwani Binti Mohtar	UTEM
37.	Amiruddin Bin Abd Manam	UTEM	68.	Siti Khadijah Binti Saaidin	UTEM
38.	Siti Mastura Binti Misran	UTEM	69.	Siti Fur Farah Azreen Binti Mohd Azman	UTEM
39.	Nurul Artikah Binti Mohd Shamsuddin	UTEM	70.	Siti Suhaida Binti Ismail	UTEM
40.	Muhammad Fuad Bin Abdul Hadib	UTEM	71.	Wan Norazlinda Binti Wan Azis	UTEM
41.	Aqlima Binti Sulaiman	UTEM	72.	Susan Anak Ngelayang	UTEM
42.	Hani Abdul Hakim Bin Hj Abdul Kader	UTEM	73.	Muhammad Izzat Bin Zainal Abidin	UTEM
43.	Mariatul Qibthiyah Binti Mohamad	UTEM	74.	Alif Ihsan Bin Mat Amin	UTEM
44.	Siti Naziatul Umirah binti Hasnol	UTEM	75.	Mohd Yusmie Bin A.M. Yosop	UTEM
45.	Muhammad Naim Bin Abdul Rahim	UTEM	76.	Sharul Reza Bin Ruslan	UTEM
46.	Nazirul Izwan Bin Mohamad Razif	UTEM	77.	Mohamad Hanafi Bin Eilham	UTEM
47.	Noor Azlana Binti Saari	UTEM	78.	Muhammad Aiman Bin Mohd Rosly	UTEM
48.	Nor Aini Binti Mohd Sharif @ Abu Hassan	UTEM	79.	Rosfainny Binti Limanis	UTEM
49.	Nor Asmida Binti Husin	UTEM	80.	Nadzirah binti Rosli	UTEM
50.	Norshafika Binti Rahmat	UTEM	81.	Saravanan Raman	AIMST University
51.	Norshuhada Binti Ahmad Dayarbi	UTEM	82.	Mr Njoku Stanley Ifeanyi	Lim Kok Wing University
52.	Nur Fatehah Binti Harun	UTEM	83.	Siti Haslina Md Harizan	Universiti Sains Malaysia
53.	Nuriyah Yakin Binti Ainal Yakin	UTEM	84.	Iloka Benneth Chiemelie	Inti College Kuching
54.	Nurkhairunnisa Binti Rafizi	UTEM	85.	Okpara Izuagba Uchenna	Inti College Kuching
55.	Ooi Bun Jian	UTEM	86.	Miss Anisiobi Anulika Loveline	Inti College Kuching
56.	Qurratu Ain Binti Iman	UTEM			
57.	Raidah Binti Ramly	UTEM			
58.	Siti Rasyidah Binti Basiron	UTEM			
59.	Lee Yeat Fui	UTEM			
60.	Mohamad Ezat Haqim Bin Abdul Karim	UTEM			



CORPORATE MEMBERSHIP



ORDINARY MEMBERSHIP



STUDENT MEMBERSHIP

IMM Majlis Mesra Hari Raya Aidilfitri 1432H/2011

The Institute organized a get-together in celebration of Hari Raya Aidilfitri 1432H/2011 at Hotel Singgahsana, Petaling Jaya on 30th September 2011 especially for its members, friends and business partners.

The President, Vice President, Council members and staff of IMM were there to extend their warm welcome to all the guests and friends. More than 200 guests attended the gathering and were treated to an assortment of mouth-watering local delicacies and Hari Raya all time favorites like rendang, ketupat, satay, nasi bryani and many more. This joyous gathering is aimed at strengthening ties and showing our appreciation to all our members, friends and business partners for their continued support as well as providing opportunities for making new friends and renewing old ties.



From the Council.....thank you for your support and we look forward to meeting you again at our future events.

IMM Bowling Tournament 2011



Time for some fun and networking with friends and families.

With a break in 2010 IMM's Bowling Tournament 2011 was back on track again and was held on 19th November at U-Bowl, One Utama Shopping Centre and attracted 96 bowlers in 24 teams comprising of IMM members, friends and business partners.

The participating teams were from MATRADE, Pembangunan Sumber Manusia Berhad (PSMB), Northport, Bank Rakyat, Pharmaniaga, Media Prima, Yellow Pages, WENA and other friends and members. It was a fun-filled event with everyone going home with door gifts, lucky draw prizes and trophies for the winners.

All participants went home with memories of their great game and networking they had with friends and family. Look forward to see all of you again at our 2012 bowling tournament.!

MOU Signing Ceremony BETWEEN OUM AND IMM

Recently IMM signed a Memorandum of Understanding (MOU) with Open University Malaysia (OUM) pertaining to various training and education collaboration initiatives.

The signing ceremony was held at the OUM Campus, Kuala Lumpur on 21st October 2011. One of our immediate initiative is to further promote the awareness and acceptance of OUM's Degree Programmes in Business and Marketing to

the marketing professionals in Malaysia and packaging it together with the Certified Professional Marketeer (CPM-Asia) a certification programme offered by IMM and awarded by the Asia Marketing Federation (AMF). The CPM signifies the highest level of professionalism in the marketing arena and those who have it will be highly regarded for their expertise and knowledge.

The CPM-Asia examination offered by IMM tests the following subjects:

Marketing Research, Marketing Communications, Marketing Strategy, Asian Business and Asian Marketing Management. With this MOU candidates who are learners of Open University Malaysia's BBA (Hons) (Major in Marketing) and the Bachelor (Hons) Marketing programmes will be exempted from three subjects as IMM has endorsed both programmes and they only need to take two subjects Asian Marketing Management and Asian Business to qualify for the CPM.



OPEN UNIVERSITY
UNIVERSITI TERBUKA
MALAYSIA



INSTITUTE OF MARKETING MALAYSIA



Present at the signing ceremony from left: Prof. Dr. Selvarah Oyyan, Director, Institute of Professional Development OUM, Tuan Hj. Repin Ibrahim, Vice President, Business Development OUM, Prof. Dr. Zakaria Ismail, Dean, Faculty of Business & Management OUM, Shahana Azlan IMM, Prof. Dr. Mansor Fadzil, Senior Vice President OUM, Prof. Dr. Samsinar Md. Sidin IMM, Tan Sri Anuwar Ali President / Vice Chancellor OUM, Dato' Sharifah Mohd. Ismail, President IMM, Datuk N. Marimuthu, Vice President IMM, Haslina Azlan Hon. Secretary IMM, YM Tengku Nila Putri IMM, Prof. Dr. Ahmad Hashem, General Manager IT, OUM and Assoc. Prof. Dr. Baharudin Kadir, Program Coordinator, Bachelor in Marketing (Hons) OUM.

Other areas of interest that both OUM and IMM shall explore will be short courses, research initiatives, consultancy services as well as opportunities to export IMM's courses/training programmes overseas where OUM is actively involved.



Collaboration & partnership is the way forward in creating value in all our training & education initiatives.

Riding **STORMY** WEATHER

As the winds of change blow through our social, political and economic landscape, the need for security has become one of paramount importance.

Life can be likened to a boat cast in stormy waters. Experienced sailors know that when confronted with a hurricane at sea, it is best to sail directly into the centre because there, in the eye of the storm, all is calm. We can apply the same principle to stormy passages in our lives.

When we seem to have no control over external circumstances, we can find an inner calmness and tranquility, by learning how to "centre" the self, that is to look deeply within. There is in each of us an underground river whose course cannot be daunted.

When the surface of life undergoes upheaval, the river changes, flows around, but never dries up. The strong currents that make this

river flow are peace, love and spirituality. Taming the mind is regarded as a great art requiring time, attention and above all, sincerity of heart where individuals truly want to change.

However hard they try, other people cannot change us; we must have personal realisation and the desire to make changes through our own effort. Permanent and positive change cannot be imposed from outside; it is something that we choose.

In tune with my inner rhythm, I draw wisdom from the past, allowing the future to shape itself around me. Everything is as it should be. I remain simple in the midst of complexity, sure at times of unease, and clear in the company of others.

The mind that tries to rest only on the surface of things will be tossed about in every storm. Dive deeper, to where the peace is.



DATO' BRIDGET MENEZES

THOUGHT FOR REFLECTION:
we cannot direct
the wind but
we can
adjust the sails.

media prima



























ABOUT US



Media Prima Berhad (Media Prima), a company listed on the Main Board of Bursa Malaysia, is Malaysia's leading integrated media investment group. It currently owns 100 per cent equity interest in TV3, 8TV, ntv7 and TV9.

In addition, Media Prima now owns more than 98 per cent equity interest in The New Straits Times Press (Malaysia) (NSTP) Berhad, one of Malaysia's largest publisher which publishes three national newspapers; the New Straits Times, Berita Harian and Harian Metro.

Media Prima also owns three radio networks, Fly FM, Hot FM and One FM. Other cross media interests of Media Prima

include content creation; event and talent management.

The Group's leadership position in the Outdoor business is represented by Big Tree Outdoor Sdn Bhd, UPD Sdn Bhd, Right Channel Sdn Bhd, Kumia Outdoor Sdn Bhd and Jupiter Outdoor Network Sdn Bhd.

The Group has strong online presence through its digital communications and broadcasting subsidiary, Alt Media, via the Lifestyle Portal gua.com.my and the newly launched TonTon.com.my, a cutting-edge video portal with HD-ready quality viewing experience that offers the individualism of customized content and interactivity of social networking.

VACANCY

- | | | |
|--|--------------------------|--|
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| • Sales & Marketing | • Finance | • Creative Marketing |
| • Broadcasting Engineering | • Information Technology | • Corporate Governance & Risk Management |
| • Publishing / Printing Technology Engineering | | |

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Consultant
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