



"LIVE & IN PERSON"

NEW ERA MARKETING

HRDF Claimable under SBL scheme

by RUTH STEVENS
Consultant | Educator | Author in B2B Marketing
Sales Lead Generation | Trainer



• MONDAY, 16 OCTOBER 2017 • 9AM TO 5PM •
• MEGA VIEW DECK, MENARA KUALA LUMPUR •

ABOUT THE SEMINAR

This program provides an overview of the *New Era Marketing* strategies, tactics, and tools you need to get and keep customers, and deliver an optimal ROI on marketing investments.

WHY THIS WORKSHOP?

Evaluating the market in how to determine which customers are right for you. From the *New Era Marketing* you will learn more tools, automation, data and integrated marketing communications to gain more customers and achieve higher profit.

OBJECTIVES

- ◆ The top tactics for successful content marketing today.
- ◆ The essentials of customer experience marketing strategy.
- ◆ The processes and the mindset that define New Era Marketing.
- ◆ How social media really works beyond PR, for customer acquisition and retention.
- ◆ Techniques for motivating a response online.
- ◆ How to retain customers and ensure their long-term loyalty.

WHO SHOULD ATTEND

Marketers and business owners who want to make the most of *New Era Marketing* methods, to reach the right customers, whether consumers or business people.

Ruth Stevens is a sought-after speaker and trainer, and has presented to audiences and business schools in Asia, Australia, and Latin America, including Columbia University, NYU Stern, Singapore Management University and Hong Kong University of Science and Technology. She has held senior marketing positions at Time Warner, Ziff-Davis, and IBM. She studied marketing management at Harvard Business School, and holds an MBA from Columbia University.

Crain's BtoB magazine named Ruth *one of the 100 Most Influential People in Business Marketing*. In 2011, Sales Lead Management Association (SLMA) recognizes Ruth as *one of the top 50 most influential people* for three years in a row and *one of the top 20 women to watch* both in the sales lead management business.

Come and learn more at the seminar on 16 October 2017!

SEMINAR FEES (per participant)
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EARLY BIRD

RM800 (Register and pay before 31 August 2017)

IMM MEMBERS - RM900

Non-Members - RM1,000

GROUP OF 3 & ABOVE - 10% Discount!

SPECIAL FEE FOR STUDENTS – RM300 - Limited seats!

(All Fees are inclusive of 6% GST)

TO REGISTER CALL: **Institute of Marketing Malaysia**

Tel: 03 – 7874 3089 / 03 - 7874 6726 Fax: 03 – 7876 3726 Email: imm.malaysia@gmail.com

Strategic Partners:



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INSTITUTE OF MARKETING MALAYSIA



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AT THE END OF THE WORKSHOP, PARTICIPANTS WILL BE ABLE TO LEARN:

1. The top tactics for successful content marketing today.
2. The essentials of customer experience marketing strategy.

REGISTRATION FORM

Please send completed form and payment slip to IMM via:
Fax: 03 – 7876 3726 or Email: imm.malaysia@gmail.com

YES! Please sign me/my participant(s) at a fee selected below: (✓ where appropriate)

- IIMM Members Fee: RM900 per participant**
- Student Fee: RM300 per participant (Limited seats!)**
- Early Bird: RM800 (Register and pay before 31st August 2017)**
- Group of 3 & above (10% Discount)**
- Non-Members Fee: RM 1,000 per participant**

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Important: Payment has to be made at least seven-(7) days prior to seminar date. If you are not able to attend, a substitute participant is allowed at no additional charge. No refunds in partial or in full will be issued for any cancellation. Deferment to other seminar/event is possible subject to the discretion of the Institute.

COMPANY & DETAILS OF CONTACT PERSON

Organization/Company:		Type of Business:	
Address:			Postal Code:
Telephone:		Fax:	
Website:		Email:	
Contact Person's Name:		Designation:	
Telephone (DID):	Mobile:	Email:	

[Please provide separate list for more than 5 persons]

(All Fees are inclusive of 6% GST)

No.	Name	Designation	Email (compulsory)	Mobile	Fee (RM)
1.					
2.					
3.					
4.					
5.					

Mode & Method of Payment: [Please tick ✓ your selection & delete where appropriate]

- Cash Cheque/Bank Draft/TT/ IBG No: _____ Please invoice
- Direct Bank-in to: **Institute of Marketing Malaysia (RHB Bank - SS2 Branch, A/C No.: 2124 - 0600 - 0113 - 19)**
- Mail/Courier to: **Institute of Marketing Malaysia, 1G-1ST Floor, Bangunan SKPPK, Jalan SS 9A/17, 47300 Petaling Jaya, Selangor.**

My Total Fee (RM):

Institute of Marketing Malaysia (2568 Selangor / GST ID No.: 000595845120)

◆ 03 – 7874 3089 / 7874 6726 ◆ Fax: 03 – 7876 3726 ◆ Email: imm.malaysia@gmail.com ◆ Website: www.imm.org.my

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