



# INSTITUTE OF MARKETING MALAYSIA



## BY SHANTI SUBRAMANIAM

Certified Performance Coach

I Certified NLP Practitioner I

I Certified Trainer I

I M.Mktg. B.Mgmt (Mktg) I

I Certified Professional Marketer (Asia) I

**SHANTI** is an engaging, energetic and passionate professional corporate trainer and coach known for her expertise in marketing and business development. With more than 25 years of work experience, Shanti shares her insights and practical ideas to create value added benefits for her clients and participants. In her capacity as the principal training consultant, the trainer has co-facilitated and conducted programs for large corporate organizations as well as Government-linked companies.

Shanti holds a Bachelors (USM) and Masters (UoN, Aust) Degree in Marketing and she is a Certified Professional Marketer (Asia). A HRDF/PSMB Certified Trainer, a Certified Performance Coach (UoB, Aust) and Certified NLP Practitioner (International Society of Neuro Semantics). In addition, she has a Certificate IV in Assessment and Workplace Training from University of Ballarat, Australia. She is a Member of International Association of Coaching (IAC, USA).

## TWO-DAY SEMINAR

# Strategic Marketing and Business Planning

HRDF  
Claimable  
under  
SBL scheme

WEDNESDAY, 22 MAY 2019 & THURSDAY, 23 MAY 2019

( 9:00 AM TO 5:00 PM )

@ INSTITUTE OF MARKETING MALAYSIA,  
PETALING JAYA, SELANGOR

## STRATEGIC MARKETING & BUSINESS PLANNING

In today's highly competitive marketplace, successfully achieving your corporate goals can be extremely challenging and sometimes very frustrating. With this 2-day power packed workshop, you will discover the real secrets to generate true wealth and personal freedom in a unique and highly interactive program where you are guaranteed to walk away with improved strategies, tactics and arsenal of ideas focused on dramatically improving your company's bottom line.

## OBJECTIVES

- To identify the changes in business landscape being confronted and the arising implication for strategic marketing and business planning.
- To develop integrated marketing and business plan for future growth.
- To develop innovative marketing strategies to differentiate and create sustainable competitive advantage.

## WHO SHOULD ATTEND

This 2-day power packed program is specially designed for Business Owners, Entrepreneurs and Marketing Personnel, who have launched their sales and marketing plan, and are now looking to...

- Dramatically improving their sales success rate
- Develop an integrated Sales and Marketing Plan for future growth
- Creating a winning team totally focused on the success
- Enhance their business systems.

## SEMINAR FEES (2 Days/Per Participant)

~ Closing Date: 17 May 2019 ~

### EARLY BIRD

(Register and pay by/before  
30 April 2019)

### IMM MEMBERS

RM900

### NON - IMM MEMBERS

RM1,000

RM800

**GROUP OF 5 & ABOVE – 10% Discount!**

**TWIN PROGRAM SPECIAL! (must sign-up together)**

**Discount of RM50 per day on this program, i.e: total savings of RM100.**

FOR INQUIRY & REGISTRATION, PLEASE CONTACT: **Institute of Marketing Malaysia**  
Tel: 03 – 7874 3089 / 03 - 7874 6726 Fax: 03 – 7876 3726 Email: imm.malaysia@gmail.com

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INSTITUTE OF MARKETING MALAYSIA



## Strategic Marketing and Business Planning

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under SBL scheme

by SHANTI SUBRAMANIAM

• WEDNESDAY, 22 MAY 2019 & THURSDAY, 23 MAY 2019 (9:00 AM TO 5:00 PM) •

### AT THE END OF THE SEMINAR, PARTICIPANTS WILL BE ABLE TO:

- Dramatically improving their sales success rate • Develop an integrated Sales and Marketing Plan for future growth •
- Creating a winning team totally focused on the success • Enhance their business systems.

## 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)**

- Early Bird: RM800 (Register and pay by/before 30 April 2019)**
- IMM Members Fee: RM900 per participant.**
- Group of 5 & above (10% Discount)**
- Non-Members Fee: RM 1,000 per participant**
- TWIN PROGRAM Special! Save RM50 per day for this program, i.e: total savings of RM100 per pax**

Closing Date:  
17 May 2019

**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:	HRDF Registered: ( Yes / No)
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]

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/ Ref. No: \_\_\_\_\_  Please invoice my company.
- Online Fund Transfer / IBG Ref.: \_\_\_\_\_

Payable to: INSTITUTE OF MARKETING MALAYSIA

- ♦ Bank Name : RHB Bank ( SS2, PJ Branch )
- ♦ A/C Number : 2124 - 0600 - 011 319



Bill Code: 80408  
Ref-1: Company/Individual Name  
Ref-2: 2DS - SMBP- 151605-2019

JomPAY online at Internet and Mobile Banking with your Current, Savings or Credit Card account

My Total Fee (RM):

Institute of Marketing Malaysia (2568 Selangor)

Block C-3A, Sunway PJ 51A, Jalan SS 9A/19, 47300 Petaling Jaya, Selangor Darul Ehsan.

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

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