

MEDIA RELEASE



MARKETING
INSTITUTE OF
SINGAPORE

Marketing Institute of Singapore uproots itself to be part of the buzz

The national body of sales and marketing shifts location as it reaches 40 years of creating & connecting marketers.

Singapore, 17 June 2013 – As Marketing Institute of Singapore (MIS) celebrates its new milestone of 40 years anniversary, it warrants introspection to relook at the way it runs its business. With effect from 29 April 2013, MIS (comprising of the Membership and Executive Development business) and MIS Training Centre (MISTC) have relocated to a new premise at North Bridge Road, after 5 eventful years at Anson Centre. The new campus is known as MIS Main Campus.

The strategic move to North Bridge Road, not only positioned MIS as a place synonymous with private institution and youthful buzz but also provides students and members easy access to classes after work, with its close proximity to Bugis and Cityhall MRT stations. The institute is just directly opposite the National Library Board which provides convenience for students who need to gather resources for their project work. MIS Main Campus also has more classrooms to address growing training needs and to provide better facilities to participants of the Executive Development Services and Membership events.

Moreover, students and members are to expect a new state of art executive lounge where the highly popular networking events Marketer's Night and Marketing Guru Talks will be held. The lounge will be embedded with facilities such as wifi connection, stage with rostrum and bar counter, which are accessible for both students and members.

"We aim to make a million connections between marketers because marketing thrives on ideas. The more connections, the more sharing of ideas. Housing both MIS & MISTC under one roof creates the opportunities for marketers and students to meet, learn and share ideas" said Mr Tok Lim Hoe, President of MIS.

Members of the Public are invited to MISTC Open House on 6 July 2013 for a campus walk around, employment-ready talks, flea market and witness the MISTC Idol Competition. We are also giving away mini iPad for the first 40 sign up as well as application fee (up to \$321) waiver for all sign up.

The new address of the new premise and contact details are as follows:

410 North Bridge Road
Singapore 188726
Tel : + (65) 6411 1620
Fax : + (65) 6327 9741

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About the Marketing Institute of Singapore:

The Marketing Institute of Singapore is the national body for sales and marketing. Since 1973, the Institute has nurtured more than 40,000 students; sales and marketing practitioners through its Training Centre and provided the networking opportunities for thousands of its members. The Institute will continue to serve the Marketing and Sales fraternity to fulfill its vision and mission of “Creating Marketers” and “Connecting a community of Marketers”.

For media queries, please contact the following

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