

MEDIA RELEASE



MARKETING
INSTITUTE OF
SINGAPORE

The Scoot Recipe by CEO of Scoot™ Pte Ltd, Mr Campbell Wilson The man behind the Scootitude™

Singapore, 12 June 2013 – MIS is honoured to have the CEO of Scoot™, Mr Campbell Wilson, the man with the Scootitude, for an interactive and insightful discussion during the upcoming marketing guru talk on 4 July 2013. Mr Campbell Wilson was appointed the founding member of the airline on 18 July 2011, prior to his appointment with Scoot™, he worked for SIA group for more than 15 years.

Together with Mr Campbell Wilson, Ms Sharon Koh, Marketing & Communications Manager, will be sharing the stories of Scoot, its brand differentiation from other low cost carriers and how they lead this young and vibrant airline to where it is today within such a short time span. As successful marketers, they will also be passing on some marketing tips and suggestions to the avid marketers. There was a lot of talking about the term “Scootitude”, what it really is and how it is linked to the values and expectations of the airline. Mr Campbell will be answering any marketed related questions probed during the discussion.

Details of the event:

Title: Marketing Guru Talk – The Scoot Recipe

Date: 4 July 2013

Time: 6.30pm to 9.00pm

Venue: MIS Executive Club, 410 North Bridge Road #01-00 Singapore 188726

Speaker: Campbell Wilson, CEO, Scoot Pte Ltd

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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