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For Immediate Release

**MARKETING INSTITUTE OF SINGAPORE APPOINTED OFFICIAL GOOGLE TRAINING PARTNER
To provide Google AdWords and Google Analytics training to Google Engage agencies and
the public**

Singapore, 23 August 2012 – The Marketing Institute of Singapore (MIS) has been appointed as an official training partner to provide Google AdWords™ and Google Analytics™ workshops in Singapore by Google™. Open to employees of agencies enrolled in the Google Engage programme as well as members of the public, the Google AdWords and Google Analytics workshops will be conducted over two and three days respectively commencing September 2012.

Google AdWords 101 & 201 is a comprehensive workshop that covers topics from basic setup and configuration, to keyword list optimisation and conversion optimisation. Google Analytics 101, 201 and 301 is a comprehensive web analytics workshop that covers topics from basic setup and configuration, to advanced tracking features.

“We are pleased to be appointed as one of Google’s training partners providing the Google AdWords and Google Analytics workshops in Singapore. As the national body for sales and marketing, we hope to play a part in boosting the use of SEM among the local agencies and businesses, which will in turn increase the visibility of their businesses and clients globally,” said Mr Suresh Punjabi, Executive Director of the Marketing Institute of Singapore.

The pilot run of the Google Analytics workshop conducted by MIS will take place on 11 to 13 September 2012 and the Google AdWords workshop will commence on 17 and 18 September 2012. Participants registering up for both workshops enjoy a 10% discount in course fees.

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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 numerous students, sales and marketing practitioners through its Training Academy and provided the networking opportunities for thousands of its members. The Institute will continue to serve the community to fulfil its vision of "Creating Marketers". For more information of the Institute please visit www.mis.org.sg.

For media enquiries and to schedule interviews, please contact Ms Shevonne Ang at (65) 6327 7590 or shevonne.ang@mis.org.sg.

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