



**MARKETING
INSTITUTE OF
SINGAPORE**

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For Immediate Release

THE 3RD ANNUAL NATIONAL SALES AND MARKETING CONGRESS
Best Practices for Marketing Excellence – Smartest Ideas and Techniques in Practice Today

Singapore, 7 September 2011 – The Marketing Institute of Singapore (MIS) is proud to announce that the third annual national sales and marketing congress will be held this year on 1 & 2 November 2011 at the Carlton Hotel Singapore.

Keynoted by Julian Persaud, Managing Director of Google Southeast Asia and Stephen Dolan, Commercial Director of Facebook, a total of 24 industry experts will be addressing the topic of “Best Practices for Marketing Excellence – Smartest Ideas and Techniques in Practice Today” during the two-day Congress. With three separate streams on Digital Marketing, Sales and Marketing, participants will be able to choose to attend either of them based on their interest.

This year’s Congress marks the third time MIS is organising the very popular and successful event. Past years’ keynote speakers had included luminaries in the marketing field like Mr Haresh Khoobchandani, Chief Marketing Officer of Asia Pacific Region, Microsoft and Mr Hermawan Kartajaya, President of the World Marketing Association.

Recognising the need for marketers to continuously learn and upgrade their marketing techniques so as to gain a competitive advantage in the crowded marketplace, MIS has gathered leading authorities to define, describe and share on the best industry practices. Participants at this year’s Congress can look forward to a spectacular line-up of speakers from established brands like DELL, Intel, Microsoft, IBM, Yahoo, Burson Marsteller, Leo Burnett, Walt Disney and more.

The Congress is supported by Spring Singapore and 10 other partners from marketing institutions from both the local and Asia-Pacific region.

For updates on the Congress and registration, visit www.nsmc.org.sg.

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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 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.edu.sg.

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