

REGISTRATION FORM

Please complete and send together with remittance to:

Institute of Marketing Malaysia
1G-1ST Floor, Bangunan SKPPK
Jalan SS 9A/17
47300 Petaling Jaya
Selangor Darul Ehsan
Fax: 03 7876 3726

Please register the following participant(s) for the
MAXIMISE PROFIT, INCREASE SALES: MARKETING NINJA
TWO-DAYS Programme
27 & 28 April 2010

| No. | Name | Designation |
|-----|-------|-------------|
| 1. | _____ | _____ |
| 2. | _____ | _____ |
| 3. | _____ | _____ |

Enclosed is a Cheque/Bank draft No. _____ for RM _____ as payment for
_____ participant(s) made in favour of INSTITUTE OF MARKETING MALAYSIA.

Contact Person :

Name : _____

Designation : _____

Organisation : _____

Address : _____

Tel : _____ Fax : _____

Email : _____

IMM Membership No. : _____

All registration MUST be accompanied with payment.
No cancellation is allowed but a replacement delegate may be sent. Institute of
Marketing Malaysia reserves the right to cancel this seminar due to unforeseen
circumstances.



INSTITUTE OF MARKETING MALAYSIA

**MAXIMISE PROFIT,
INCREASE SALES :
MARKETING NINJA**

Date : 27 & 28 April 2010 (Tuesday & Wednesday)

Time : 9.00 am – 5.00 pm

Venue : The Legend Hotel, Kuala Lumpur

TRAINER : DR LEOW CHEE SENG

GOOD NEWS ALL SMIs / SMEs!

80%
Grant for
Course Fees



Supported by:
SME Corporation Malaysia

SPEAKER'S PROFILE



An endeared director of multiple companies, **Dr. Leow** is also a very well-acknowledged consultant. Over the past 10 years, Dr. Leow has been involved in tutoring, research, lecturing, management, consulting, marketing for several organisations around the globe.

Dr Leow possesses several professional qualifications and memberships. He owns a Certificate in Quantitative Research Method (US) and a Certificate of Corporate Director's Training Programme. He is also a Certified Stress Management consultant (USA) and Certified E-Commerce Professional. His academic qualifications include Master of Business Administration from Malaysia Graduate School of Management, UPM, Doctor of Business Administration (Belgium). He has been a lecturer, consultant and trainer of numerous institutions of higher learning in Malaysia. His specialize area of research includes human attitude and behaviour, management, marketing and various types of consultancy.

Dr Leow was the consultant and trainer for Health Department, City Hall Kuala Lumpur (DBKL). During his tenure with DBKL, he was involved in "Kualiti Mutu Kerja", KMK, ISO 9002, customer satisfaction, Cost Benefit Analysis, Health Promotion and Intervention programmes. Currently, he is the program director of Green International Academy. He supervises master and doctorate students in the marketing area.

Dr Leow is a member of the Malaysian Institute of Management, a MIM Certified Professional Trainer (MIM-CPT), the member of the International Association of Counselors and Therapist (IACT). Besides, he is a member of MIHRM, and a certified advance Human Resource Practitioner (Consultant). He is also a member and trainer of the Institute of Marketing Malaysia (IMM).

OBJECTIVES

- Understanding the concept of marketing strategies
- Exposure on innovative methods to plan for successful marketing strategies

COURSE OUTCOME

This workshop provides promotional ideas and programs for your business, based on the guiding principle that everything you need in order to grow your business is within your four walls and your neighborhood. Hence, this seminar trains you to produce a successful marketing plan before starting promotional activities.

METHODOLOGY

This highly interactive program will use case studies, exercises and group work and discussions, which will be supplemented with lectures and worksheets. It will include presentations, role-plays and practical sessions

CONTENTS

DAY 1

- Session 1** • Preparation before the battle
- Session 2** • The forgotten Marketing Scripts
- Session 3** • How to "wow: your customers: Integration of strategies and environment.
- Session 4** • Feeding and Fishing your customers
- Session 5** • Apply Tai Chi as your marketing Tools: Comparison with Traditional Marketing School

DAY 2

- Session 6** • Create marketing Tools for yourselves
- Session 7** • Why worry? Take a Break
- Session 8** • F & B Marketing
- Session 9** • Marketing Through Corporate Social Responsibility
- Session 10** • Marketing Digitization? What is it?

WHO SHOULD ATTEND?

- CEO
- Academician
- Business Owners
- Business Consultants
- Marketers
- Anyone interested in marketing

COURSE FEE

RM1200 per participant

**SMEs / SMEs to pay
20% of course fee – RM240**

CERTIFICATE OF ATTENDANCE

A Certificate of Attendance will be awarded by IMM to all participants.