

**SAVE S\$100 For Registration by 23 December 2011
Limited Seats ♦ Hurry, Sign Up Early!**

Top 12 Singapore Consumer Trends Shaping Your Business In 2012



Learn how to harness leading consumer trends shaping your business in 2012 to grow your market presence

**17 JANUARY OR 16 FEBRUARY 2012, BUSINESS INNOVATIONS CENTER
#27-01 PENINSULA PLAZA, SINGAPORE**

BENEFITS OF ATTENDING

- Acquire new knowledge in future consumer trends in the Singapore context
- Adapt learning to your corporate context for implementation to stay relevant
- Gather insights to develop your business strategy to outperform your competition
- Learn new marketing ideas to differentiate your business from your competitor's based on updated consumer trends
- Network with various industry peers for new ideas & future cooperation
- Opportunity to update your management on the new consumer landscape



With the arrival of the digital age, consumers are fast changing their lifestyle habits and spending patterns. In the Singapore context, consumer trends are also fast evolving at such rate that businesses are finding hard to catch up with the new consumer demands and expectations.

WHO SHOULD ATTEND

This business workshop is designed for Directors, Vice Presidents, Managers and Executives, taking charge of consumer marketing and business growth in your organization, who are seeking new business ideas and growth areas.

This exciting one-day workshop is specially designed to update delegates on the consumer trends shaping your business growth in 2012 and beyond within the Singapore context. You will learn how to harness these trends to apply changes to your current business to stay relevant and different for business survival & growth. Case studies will be shared to enrich your learning experience and provide you further insights.

THE COURSE ORGANIZER

Business Innovations, established in 1997, is in the business of business consulting & corporate training to equip its clients with innovative ideas and knowledge to differentiate the approach towards their individual areas of business for better engagement with their customers.

This is a must-attend workshop to understand future consumer marketing in the Singapore market. So if you are planning new business strategies or identifying new business opportunities for 2012 to grow your market share against your competitors, this is the course for you! **Sign up today and let this be your first development learning course for the new year in 2012!** Stay updated today!

For more information, please call 6389 1666 or surf www.bizinnovations.com

ABOUT YOUR COURSE STRATEGIST



JASON ONG
Senior
Business
Strategist

Jason Ong has closed to 20 years of business management experience heading business units to drive growth in business strategy, customer spend and market share in well known companies like DFS, MobileOne, TMC Educational Group, Singapore Press Holdings, and TANGS

As a Senior Business Consultant, Jason's daily tasks involve meeting new & existing clients to assist them to achieve growth in brand equity, customer spend and market share. In addition, as an empowerment coach, Jason is known to have the in-born talent to connect with course participants to relate to their daily work challenges and to seek out possible solutions. Some of the key business specialties Jason take pride in, is in consumer marketing, business strategy development and consumer trend monitoring.

A serious thinker, Jason's strong ability in creative thinking has enabled him to excel in unconventional marketing approaches differentiating from mainstream conventional marketing. This has often translated into new and interesting marketing strategies and tactics.

In this exciting workshop, Jason will share with you the Singapore consumer trends shaping your business in 2012 and how you can creatively harness them to benefit your business today. Jason will be using an interactive approach to engage you in your learning experience in this workshop.

PROGRAMME DETAILS

Session 1 – Changing Global Market

The first session will share insights on the changing global market place encompassing the following:

- Arrival Of Digital Age
- Changing Consumer Behavior & Expectations
- Impact On The Market Place & Your Business
- The Era Of Fundamental Change
- New Versus Old Brands

Session 2 – What Shapes Your Business?

The second session will look at the forces shaping, driving & distorting your business today covering on:

- Established Brands That Had Vanished
- Understanding Who Shapes Your Business Today
- Understanding What Drives Your Business Success Today
- Understand What Holds Your Business Back Today
- Business Success Today – Predict, Engage & Adapt

Session 3 – Consumer Trend 1 & 2

The third session will focus on the first two consumer trends shaping your business in 2012 and how you can harness them in your business context:

- The 12Gs Of Consumer Trends in 2012
- Trend 1 - The Affluence Trend
- Trend 2 - The Cautious Trend
- Creative Ideas On How You Can Harness These For Your Business Growth

Session 4 – Consumer Trend 3 & 4

The fourth session will study the 3rd and 4th consumer trends for you to understand and adapt in your business focusing on the following:

- Trend 3 – The Credit Trend
- Trend 4 – The Digital Trend
- Interesting Ideas On How You Can Harness These For Your Business Survival

Session 5 – Consumer Trend 5 & 6

The fifth session will share ideas on how to use the 5th and 6th consumer trends effectively:

- Trend 5 – The Experiential Trend
- Trend 6 – The Green Trend
- Creative Ideas On How You Can Harness These To Boost Your Business

Session 6 – Consumer Trend 7 & 8

This session will look at the 7th and 8th consumer trends covering:

- Trend 7 – The Health Trend
- Trend 8 – The Mobility Trend
- Exciting Ideas On How You Can Harness These For You To Take Back For Further Thinking

Session 7 – Consumer Trend 9 & 10

The seventh session will help delegates understand the 9th and 10th consumer trends in 2012 covering the following points:

- Trend 9 – The Silver Trend
- Trend 10 – The Singles Trend
- Share Ideas On How You Can Harness These

Session 8 – Consumer Trend 11 & 12

The final session will educate delegates on the last two consumer trends to stay relevant and up-dated. Harness the trends to strengthen your business today!

- Trend 11 – The Social Trend
- Trend 12 – The Viral Trend
- Discussion On How You Can Harness These

TIME SCHEDULE

9.00am	Registration
9.15am	Programme Commences
10.30am to 10.45am	Morning Refreshment
12.30pm to 1.30pm	Lunch
3.00pm to 3.20pm	Afternoon Refreshment
5.00pm	End Of Programme



Train More For Less

If your organization has more than 3 employees suitable for this course, then it will be more cost-effective to have it at your training site. We could even customized some of the content to your organizational and industrial context to optimize the learning.

So do give us an email at events@bizinnovations.com for more information and enjoy a greater saving training in-house!



4 Quick Ways To Register

By Email
events@bizinnovations.com

By Telephone
(65) 6389 1666

By Fax
(65) 6344 2071

By Mail
Mail completed form together with payment to:
Business Innovations
111 North Bridge Road
#27-01 Peninsula Plaza
Singapore 179098

Course Fees

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• "Early Bird" Fee: S\$580 nett
(Registration & payment by 23
December 2011)

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• Regular Fee: S\$680 nett

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• Group Discount: Enjoy 10% off for 2 or
more delegates booked from the same
company and of the same billing source

Course Fee includes course tuition, refreshments, lunch
and teaching materials. It must be paid before course
commencement.

Payment Method

Cheque /
Bank
Draft

• Please cross cheque or bank
draft made payable to **Business
Innovations** and mail your
payment to **Business
Innovations Center, 111 North
Bridge Road, #27-01 Peninsula
Plaza, Singapore 179098**

Venue

Nestled within the CBD (Central Business District), the venue
is easily accessible through public transports like mass rapid
train (City Hall Station), bus and taxi.

Business Innovations Center
111 North Bridge Road, #27-01 Peninsula Plaza,
Singapore 179098

Please Register Me Now!

1st Delegate

Name (Mr/Mrs/Ms) : _____

Job Title : _____ Department : _____

Direct Telephone : _____ Mobile : _____

Email : _____ Course Date : _____

2nd Delegate

Name (Mr/Mrs/Ms) : _____

Job Title : _____ Department : _____

Direct Telephone : _____ Mobile : _____

Email : _____ Course Date : _____

3rd Delegate

Name (Mr/Mrs/Ms) : _____

Job Title : _____ Department : _____

Direct Telephone : _____ Mobile : _____

Email : _____ Course Date : _____

Corporate Booking Contact

Name (Mr/Mrs/Ms) : _____

Job Title : _____ Department : _____

Direct Telephone : _____ Mobile : _____

Email : _____

Company : _____

Address : _____

Postal Code : _____

Cancellations & Transfers

If you could not attend, a substitute delegate is welcome at
no extra cost. Please provide us the name and the job title
of the substitute delegate at least 3 working days prior to the
Course. A refund less S\$300 administration charge will be
made for cancellation received in writing on or before the
7th day before the course date. With regrets, no refund will
be made for cancellation received after this date. A
complete set of training documentation will be sent to you.

The Course Organizer reserves the right to make any
amendments, cancel and/or change the programme,
speaker, date or venue if warranted necessary by
circumstances beyond its control. In the unlikely event of
programme cancellation by Business Innovations, a full
refund of course fee will then be made and Business
Innovations disclaims any further liability.