

# iPhone for Business – SME Owners Can Use Their iPhones to Increase Productivity



## iPhone for Business

- ✓ How to synchronize and share your calendar with your staff?
- ✓ How to reduce emails, synchronize and share files with your staff?
- ✓ How to use LinkedIn on iPhone to search for professional service providers?
- ✓ How your iPhone can become your MASTER CONTROL tool...simple demonstrations



- ✓ How to put Facebook and Twitter on iPhone?
- ✓ What the build is strategy to a potential customer base of fans and followers on Facebook and Twitter?
- ✓ How to promote your business using Facebook and Twitter on iPhone?
- ✓ How to monitor and measure your Twitter marketing campaign on iPhone?



## About the Speaker

Willy Lim, co-founder of NPO, was a Singapore Government scholar who graduated with a Masters Degree from National University of Singapore. He had served in the defense industry as a business consultant, before starting his own direct marketing training business during the recession in the year 2000. By incorporating a system driven business model using the NPO Marketing System™ Strategy to expand his business, he has built significant businesses in Singapore, Malaysia and China. On one occasion, he built and trained a FMCG sales force from zero to over USD 200,000 of monthly revenue in less than 6 months.



PROGRAMME HIGHLIGHTS | 6.30 – 7.30PM REGISTRATION & NETWORKING (LIGHT DINNER WILL BE PROVIDED) | 7.30 – 8.30PM PRESENTATION TALK | 8.30 – 9.00PM Q&A SESSION

# Registration Form

## Marketing Guru Talk

### Registration Fees:

MIS Member : **S\$20** Non member : **S\$35**

MIS Student: Complimentary

(Light dinner will be provided)



MARKETING  
INSTITUTE OF  
SINGAPORE

**Event:** i-Phone for Business – SME Owners Can Use Their iPhones to Increase Productivity – 4 Aug 2010

### Participant(s) Information

Name of Delegates/NRIC	Designation	Email:	Contact No:
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____

MIS Corporate Member No: \_\_\_\_\_

MIS Membership No: \_\_\_\_\_  MIS Student  Non Member

Address : \_\_\_\_\_  
\_\_\_\_\_ Postal Code \_\_\_\_\_

Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact No: \_\_\_\_\_ (O) \_\_\_\_\_ (HP)

You may submit your registration form via fax: 6327 9741, email: [membership@mis.org.sg](mailto:membership@mis.org.sg)

Or post it to: 51 Anson Road, #03-53 Anson Centre, Singapore 079904 (**Attn: Wendy Ching**)

For more information, you may contact: Huling/Wendy/Ariane @ 6327 7593/ 592/ 591

### Method of Payment

Total Amount Payable: \$ \_\_\_\_\_ (**Please make payment before the event**)

Cheque No: \_\_\_\_\_ Bank Name: \_\_\_\_\_

(Payable to **Marketing Institute of Singapore**)

Kindly indicate your **Name**, Membership No (if any), Contact Number and Event Title behind the cheque.

Credit Card :  AMEX  MasterCard  VISA

Cardholder's Name: \_\_\_\_\_

Issuing Bank : \_\_\_\_\_

Card No: \_\_\_\_\_ CVV No: \_\_\_\_\_

Expiry Date : \_\_\_\_\_ (MM/YY)

Signature : \_\_\_\_\_

### Official Use:

Receipt No: \_\_\_\_\_ Acknowledgement Sent: \_\_\_\_\_