

SOCIAL MEDIA FOR MARKETING & BRANDING

GOAL

Branding happens, whether intentional or not.

The number of smart phone users are expected to cross the 5 billion mark by 2019 (world population currently at 7.5 billion). This means that most people will have the ability to discuss, evaluate, support, lobby, share, like, unlike and even lie about your brand, your products and services, to a world-wide audience, leaving digital footprints in the process.

Even if you are not talking about your company, someone else might.

With this new reality at bay, the question would then be, what to say, where to say, who to speak to, which conversations to engage in, which comments to contest over and even which popularity contest to win.

To do so, there need to be clarity in brand identity and knowledge with regards to the social media tools and platforms available.

That's the goal of the programme.

APPROACH

The programme will be delivered by subject matter experts and more importantly - practitioners. Apart from sharing concepts and best practices, the faculty is capable of providing personal experiences.

Much of the content will be experienced through facilitated activities and bite-sized lectures over a two-day period. We will learn from literature, experts, personal reflections and from each other.

FACULTY MEMBERS



MR. LENNARD PHUA

An independent brand consultant with 18 years of experience spanning the region covering multiple roles across several industries

LENNARD has a career spanning eighteen years building brands for local SMEs, government agencies and MNCs both at home and across the region, seen from the perspective of a brand consultant; a media owner; a business owner and a brand marketer.



MS. ELIM CHEW

Founder of 77th Street & FastFast

ELIM is the Founder of 77th Street, a streetwear retail brand and FastFast, an instant delivery service app. She sits on more than 20 boards and committees of public service, youth and community organizations, and is humbled by awards in both entrepreneurship and philanthropy. As a mentor and friend to many youths and aspiring entrepreneurs/ social entrepreneurs, Elim hopes to encourage more people to rise up and be the change they want to see. She has a YouTube channel 'elimchewtv' that features changemakers from all walks of life who are making a positive impact in society.



MR. ADRIAN LIEW

Chief Executive Officer and founder for DREP Asia. DREP is a reputation management company, which uses a proprietary smart discovery software to help individuals and organisations to discover, drive and distinguish their reputation, especially in this digital era.

ADRIAN has been in the communications and management consulting industry for the past 7 years. He has helped various Government organisations, SMEs and non-profit organisations in branding, reputation management and social media marketing. Prior to setting up DREP, Adrian was the Director of Corporate Affairs and New Media for the PAP Community Foundation.

In his work with non-profit organisations, Adrian inspires and spurs community leaders to use social media as a platform to build and organise communities. He has spoken at numerous community seminars on the various ways to embrace social media as an empowerment tool, from day-to-day management to crisis resolution. Adrian's work in this arena has earned him a Public Service Medal in 2015, conferred by the President of the Republic of Singapore.

FACULTY MEMBERS



MR. MICHAEL CHAN

Professional Photographer

MICHAEL did a career switch from design and advertising industry. Being trained in visual communication adds to the advantage in crafting his work. Resulting in a unique style that is natural and candid.

He has covered a wide range of assignments ranging from concerts, news, portraits, documentary, street, products, travel, movie stills, interviews, disaster relief coverage and attached photographer to foreign government ministers. These assignments have taken him to different parts of the world and have helped him gained valuable experience and insights.

PROGRAMME DIRECTOR



MR. KENNY LOW

Chief Executive Officer and founder of City College & O School.

KENNY LOW HENG KHUEN graduated with a Business degree from Nanyang Technological University of Singapore. In 2008, he earned his Masters in Education from Monash University.

In 2002, Kenny founded City College to provide alternative education for youths who needed a second chance to complete their secondary education. In 2006, he founded O School, a social enterprise purposed to provide employment for talented youth dancers and to use dance as a medium to build community.

To-date, City College had helped more than 1,000 youths qualify for tertiary education and O School had also become the leading urban dance school in Singapore and also a recipient of the major Arts Grant from the National Arts Council, with a membership base of more than 15,000.

In 2007, Kenny was presented with the SIP-Schwab Foundation's **Social Entrepreneur of the Year Award**.

PROGRAMME OUTLINE

Timing	Day 1: Thursday, June 8, 2017	Day 2: Friday, June 9, 2017
10:00AM – 01:00PM	The 'Why', 'What' and 'How' in Branding LENNARD PHUA	Snap Learning: Taking good photos with a mobile phone MICHAEL CHAN
01:00PM – 02:00PM	<i>LUNCH</i>	
02:00PM – 03:30PM	Reviewing my Brand LENNARD PHUA	Overview of Social Media Trends and Tools ADRIAN LIEW
03:30PM – 03:45PM	<i>TEA BREAK</i>	
03:45PM – 05:00PM	Brand Presentation LENNARD PHUA ELIM CHEW	Online Reputation Management ADRIAN LIEW
05:00PM – 06:00PM	Questions & Answers	Questions & Answers
		Programme Evaluation SkillsFuture Credit Claim

WHO WILL BENEFIT?

SMEs owners/marketing professionals wanting to make sense of the social media hype and keen to have a grounded understanding of how to ride this new wave forward.