



apsma

Asia-Pacific Professional Services Marketing Association

Next Step Program 2016  
SINGAPORE

# Next Step Program 2016

## SINGAPORE



Asia-Pacific Professional Services Marketing Association

If you have any queries regarding the [Next Step](#) program, including payment or session times, please contact [APSMA HQ](#)

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E [info@apsma.com.au](mailto:info@apsma.com.au)

[www.apsma.com.au](http://www.apsma.com.au)

## From the Chair



### Karen Brown

Following the success of our first Next Step program, we are pleased to present our second program for Singapore - Next Step 2016.

The program is designed to develop the next wave of marketing, communications and business development talent in professional services. We have assembled experienced professionals representing leading firms here in Singapore, to share their experiences with our junior marketers. Next Step will assist with skill development, provide guidance on career progression, and present the realities of working in the industry.

We thank our Next Step program sponsor, Totum Partners and our venue sponsor Clyde & Co for their support.



To our presenters, thank you for your time and support in making this series a success.

The full series of four seminars is provided at SG\$310 for APSMA members (SG\$460 for non-members), individual seminar attendance is available.

I hope you enjoy the 2016 Singapore Next Step program.

## Next Step Program 2016 SINGAPORE



# Session 1 Wednesday, 17 August 2016

8.45am - 10:15am | Clyde & Co, Lvl 30 Tower 3, MBFC, 12 Marina Boulevard, Singapore

## Marketing trends in professional services

Today's fast-paced and ever changing professional services working environment offers some unique opportunities and challenges. In a world where trends come and go, how you can best equip yourself to stay on top of the latest and the greatest and what impact are these trends having in the professional services industry.

Our panel will share their thoughts on:

- 'the customer experience', why is it becoming increasingly important and how can marketers have an impact
- technology and its impact on a traditional field such as professional services
- the brand perspective, how it is changing in an evolving world
- how is the availability of data impacting marketing in professional services.

### Panellists



**Daniel Smith** | Facilitator

Head of Business Development and Marketing, Baker & McKenzie

Click [here](#) to view Daniel's LinkedIn profile



**Ali Turner**

Director of Client Targeting and Research Marketing, APAC, JLL

Click [here](#) to view Ali's LinkedIn profile



**James Walton**

Clients & Markets Partner; Clients & Markets Deputy Leader, Deloitte

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**Charles Thornhill**

Head of Business Development - SE & NE Asia / Head of Communications - Asia, Linklaters

Click [here](#) to view Charles' LinkedIn profile

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# Session 2 Wednesday, 21 September 2016

8.45am - 10:15am | Clyde & Co, Lvl 30 Tower 3, MBFC, 12 Marina Boulevard, Singapore

## The art of communication

As marketing professionals we're often charged with delivering a message to stakeholders, internally and externally. How to deliver a message in a timely and effective manner is often a challenge in itself. Join us for an interactive discussion around all things communications.

We'll focus on:

- online and offline communications - the case for both in today's world
- effective communication techniques – methods and channels for maximum impact
- how to get cut through in a cluttered world - what makes certain communications stick.

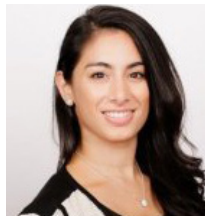
## Presenters



### Bea Seilern

Managing Editor,  
Giles Publications Singapore

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Bea's LinkedIn profile



### Priyanka Nadkarni

Marketing Lead, International and Strategy &  
Program Manager, Premium & Private Wealth,  
International, Westpac Banking Corporation

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Priyanka's LinkedIn profile

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# Session 3 Wednesday 19 October 2016

8.45am - 10:15am | Clyde & Co, Lvl 30 Tower 3, MBFC, 12 Marina Boulevard, Singapore

## Know your client

Learn about what client-centricity means strategically and the impact that aligning your initiatives to a client's strategy can have on your relationship-building and revenue-generating goals.

This seminar will focus on:

- client-centricity and what it means practically
- the value of really knowing your clients and their business
- the dangers of 'black hole' syndrome
- how to use client intelligence
- tactical relationship mapping
- gaining momentum and sustaining it.

## Presenter



### Neil Bird

Senior Business Development Manager, Baker & McKenzie

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Neil's LinkedIn profile

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# Session 4 Wednesday 23 November 2016

6.30pm - 8pm | Clyde & Co, Lvl 30 Tower 3, MBFC, 12 Marina Boulevard, Singapore

## Developing your personal brand

Our panel of experts will discuss how to discover, create and invest in building a strong personal brand. Learn how to create an impression and understand the benefits you bring to your team and firm.

This seminar will focus on:

- understanding the importance of first impressions
- finding your voice
- knowing your worth
- building relationships and working with senior stakeholders
- learning to network effectively.

### Panellists



**Susan Bassett** | Facilitator

Client Director,  
Arcadia Consulting

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Susan's LinkedIn profile



**Gauri Dehadrai Jaisingh**

Assistant Director,  
Asia-Pacific Marketing, EY

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Gauri's LinkedIn profile



**Vicky Münzer-Jones**

Partner, Norton Rose Fullbright,  
Asia LLP

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Vicky's LinkedIn profile



**Magdelyne Cai**

Director, Sales Management,  
SEA, CBRE

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Magdelyne's LinkedIn profile

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## How to enrol

Joining Next Step is easy - visit the APSMA website where you can access our secure online registration and payment facility. We will confirm your registration by email and send you a reminder one week prior to each session.

<http://www.apsma.com.au/Singapore-Events>

## Pricing

**SG\$310.00 for APSMA members**

**SG\$460.00 for non-members**

Single sessions can also be purchased at SG\$95.00 for APSMA members or SG\$130.00 for non-members.

Discounts will be available for firms wishing to register four or more people (from the same firm) for the series, at SG\$260 for APSMA members or SG\$385 for non-members (for the four session series)

The three morning sessions will include a light breakfast and the final evening session will be followed by drinks and canapés.

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