



## Development Programs by Marketing Institute of Singapore

COURSES	FEES	
	MIS Member	Non-Member
<b>PERSONAL EFFECTIVENESS</b>		
Confidence Boosting in 4Dimensions		
- Becoming the Powerful Person You Were Born to Be	\$624	\$780
Cultivating Creative Thinking Habits	\$784	\$980
Design Thinking Leadership		
- Language & Habits for Success & Performance <b>NEW!</b>	\$544	\$680
Design Thinking - A Creative Approach to Problem Solving	\$544	\$680
Emotional Intelligence 2.0		
- The Key to Improving Relationship, Work Performance and Success	\$480	\$600
Managing Stress & Achieving Wellness	\$544	\$680
Powerful Listening from the Inside Out	\$624	\$780
Put Your Best Work Forward Everyday <b>NEW!</b>	\$336	\$420
Speed Thinking	\$480	\$600
Time & Stress Management	\$336	\$420
<b>STRATEGIC THOUGHT LEADERSHIP <b>NEW!</b></b>		
Corporate Innovation Management	\$1,344	\$1,680
Leading Organisation with Passion & Purpose for Performance	\$1,344	\$1,680
Strategic Modern Market Orientation in Customer Centricity	\$1,344	\$1,680
The New Paradigm of Marketing	\$1,344	\$1,680

## BRITISH COUNCIL PROFESSIONAL DEVELOPMENT CENTRE

COURSES	FEES	
	Member	Non-Member
<b>ЛИДЕРСТВО / LEADERSHIP</b>		
Coaching, Counselling And Mentoring		\$624
Coaching 1:1		\$368/4
Creating Executive Presence		\$624
Effective Mentoring		\$438
Essential Skills For Managers		\$1,093
Manage And Communicate Change		\$937
Positive Influencing Skills		\$625
Vital Signs For Success: Increasing Employee Engagement		\$1,395
<b>WRITTEN COMMUNICATION</b>		
Copywriting Essentials		\$624
Minutes of Meetings		\$624
Proof-read To Perfection		\$438
Reports That Work		\$624
Transform Your Company's Correspondence		\$438
Technical Writing		\$624
Writing Standard Operating Procedures		\$624
<b>CREATIVITY AND INNOVATION</b>		
Cultivating Team Innovation - Changing Climates		ON REQUEST
Mind Mapping Essentials		\$438
<b>PERSONAL PERFORMANCE</b>		
Making Change Work For You		\$936
Personal Image Management		\$438
Sharpen Your Memory		\$438
Speed Reading Essentials		\$438
Success For Support Staff		\$624
<b>INTERPERSONAL COMMUNICATION</b>		
Singlish to English		\$438
Train The Trainer : Essential Skills		\$1,093

FOR FURTHER INFORMATION EMAIL [sales@micemakers.com](mailto:sales@micemakers.com)

Receive a 5% discount when you book and pay 60 or more days prior to the start of classes.  
Receive a 5% discount for enrolling 3 or more participants.  
All courses are held once every calendar quarter.  
For group reservations above 10 participants, courses can be tailored to customer needs.

### MICE MAKERS VERSATILE EXPERTISE:

#### BUSINESS TRAVEL (MICE):

- Organizing exhibitions, seminars, conferences, business meetings and cultural events with equipment and personnel as required;
- Transport services of all types, including boats and helicopters;
- Advertising and marketing support including development of corporate souvenirs for the event;
- Project coordination: personal project-managers;
- Translators and interpreters;
- Educational and Industrial tours to exchange expertise;
- Information support.

#### INCENTIVES

- Incentive tours and programs for employees and companies;
- Teambuildings of any level of complexity;
- The development of adventurous and extreme routes;
- Organizing and holding celebrations and corporate events.

#### TRAININGS

- Scheduled group training with the possibility of adding 1-2 employees;
- More than 250 training topics involving leading business trainers from Malaysia and Singapore;
- Training for staff development and company management;
- Designing and conducting individual trainings for companies on demand, adapting courses as required.

By entrusting the organization of events to MICE Makers, you can be sure that it will be held at the highest professional level.

# MICE & BUSINESS TRAININGS

## Malaysia | Singapore



TRAINING



EDUCATION



DEVELOPMENT



## ABOUT MICE MAKERS:

Since its foundation in 2005, MICE Makers has been actively developing the field of business tourism in Singapore and Malaysia. Groups from dozens of countries and organizations, ranging in size from 10 to 1000+ people, have successfully used our services. Our team of professionals can quickly find and implement the optimal solution for your needs.

### OUR MISSION:

Our mission is to deliver extraordinary events of any complexity down to the smallest detail, exceeding expectations and leaving positive and lasting memories.

### OUR VISION:

Our vision is to become the most innovative, diversified and consumer-oriented event company in South East Asia.

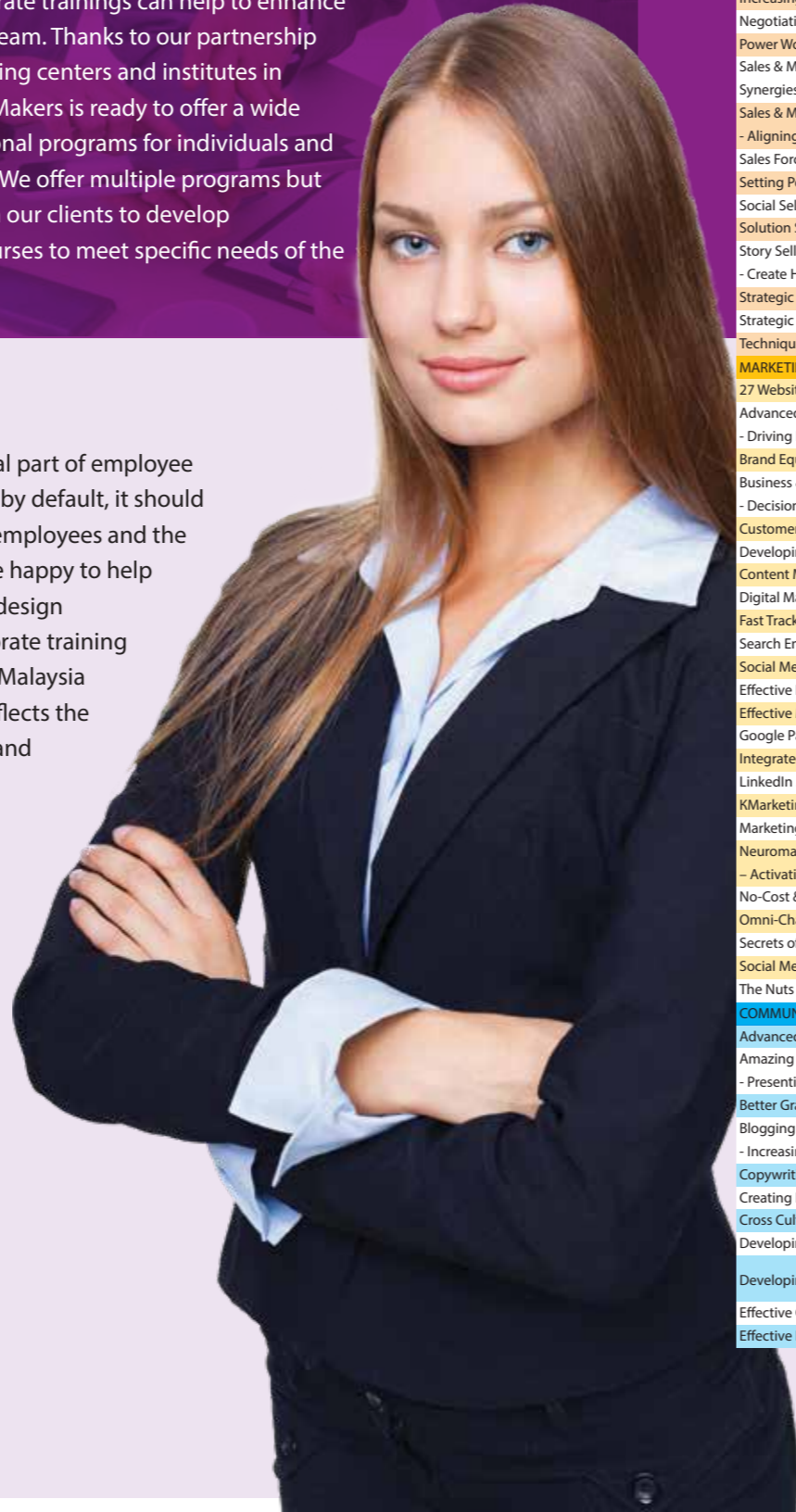
Our Motto:  
beyond ordinary event!

## TRAINING AND DEVELOPMENT FOR PROFESSIONALS AND CORPORATIONS

With increasing globalization and the internet's influence on the daily lives of consumers, professionals and managers need to constantly update their knowledge and skills and make use of the latest sales, marketing and communications techniques. Thanks to our partnership with leading training centers in Malaysia and Singapore, Embassy Alliance Travel is ready to offer a wide range of professional programs for individuals and corporate clients.

Organising corporate trainings can help to enhance the skills of your team. Thanks to our partnership with leading training centers and institutes in Singapore, MICE Makers is ready to offer a wide range of professional programs for individuals and corporate clients. We offer multiple programs but we also work with our clients to develop custom-made courses to meet specific needs of the team.

Training is a crucial part of employee performance and by default, it should benefit both the employees and the employers. We are happy to help you to choose or design customised corporate training in Singapore and Malaysia that effectively reflects the goals, objectives and culture of your organisation.



## DEVELOPMENT PROGRAMS

COURSES	FEES		COURSES	FEES	
	MIS Member	Non-Member		MIS Member	Non-Member
<b>BUSINESS MANAGEMENT WORKFORCE SKILLS QUALIFICATIONS (BM WSQ)</b>			<b>COMMUNICATIONS</b>		
Developing a Consumer Focused Marketing Message+*			Leading Effective Meetings	\$384	\$480
Developing New Growth Opportunities to Drive Sales+*			Managing Media Relations	\$624	\$780
Effective Customer Acquisition & Retention Strategies+*	\$800		Mastering Corporate Communications\$624	\$780	21-22
Essential Negotiation Skills+*			Negotiation Dynamics for Challenging Business Situations <b>NEW!</b>	\$624	\$780
Writing Effective Business Proposals+* <b>ENHANCED!</b>			Perfecting the Media Pitch	\$432	\$540
<b>SALES</b>			<b>SOCIAL MEDIA ETIQUETTE &amp; BEHAVIOURS</b>		
Advanced Sales Negotiation*	\$704	\$880	- Managing Your Virtual Self & Corporate Identity <b>NEW!</b>	\$384	\$480
Art of Starting Sales Conversation*	\$624	\$780	Speak with Confidence for Personal & Professional Success	\$544	\$680
Business Value Selling	\$624	\$780	Stakeholder Relationship Management <b>ENHANCED!</b>	\$544	\$680
Corporate Partnership – Increasing Sponsorship Sales Revenue <b>NEW!</b>	\$384	\$480	The Crucial Role of Internal Communications for Business Success <b>NEW!</b>	\$544	\$680
Differentiated Selling to Overcome Price Competition*	\$624	\$780	Workplace Interpersonal Skills	\$544	\$680
Effective Pricing Strategies and Tactics	\$624	\$780	Writing for Publications	\$624	\$780
Effective Selling Skills for Maximum Results	\$544	\$680	Writing for Social Media: Engaging the Masses, Encouraging Customer Loyalty	\$336	\$420
Increasing Sales Productivity & Performance	\$544	\$680	Writing Persuasive Email & Letters that Get Results	\$624	\$780
Negotiation Skills for Sales & Marketing Professionals	\$544	\$680	<b>SERVICE EXCELLENCE</b>		
Power Words & Phrases That Sell, Influence & Convince <b>NEW!</b>	\$384	\$480	Customer Centricity & Empathy — Winning Over the Empowered Customer	\$384	\$480
Sales & Marketing Alignment – Driving Synergies & Effective Results <b>NEW!</b>	\$704	\$880	Design Thinking for Service Innovation & Ideation	\$544	\$680
Sales & Marketing Strategies for Engineers			Effective Telephone Techniques to Engage & Influence Customers	\$544	\$680
- Aligning Product Development to Customer Needs	\$624	\$780	Managing Customer Complaints & Feedback — Writing with Empathy & Tact	\$544	\$680
Sales Force Management	\$624	\$780	Managing Difficult Customers	\$336	\$420
Setting Performance Standards & Measures for Sales Teams	\$624	\$780	Service Recovery Strategies	\$336	\$420
Social Selling Skills <b>NEW!</b>	\$544	\$680	<b>EVENT MANAGEMENT</b>		
Solution Sales Strategies & Skills	\$624	\$780	Executive Certificate in Event Management	\$2,185	\$2,300
Story Selling			Planning & Managing Events	\$624	\$780
- Create High Impact Sales & Marketing Stories <b>NEW!</b>	\$624	\$780	Strategies of Event Marketing & Sponsorship	\$336	\$420
Strategic Key Account & Portfolio Management	\$704	\$880	<b>BUSINESS MANAGEMENT</b>		
Strategic Market Development	\$960	\$1,200	Building & Managing Budgets Effectively for the Business	\$784	\$980
Techniques to Closing Sales	\$544	\$680	Business Law	\$704	\$880
<b>MARKETING</b>			Company Law for Business Managers*	\$432	\$540
27 Website Secrets that Get Visitors to Buy	\$384	\$480	Contract Administration & Management	\$784	\$980
Advanced Marketing Strategies			Contract Law for Non-Legal Professionals	\$432	\$540
- Driving Business Growth & Sustainability* <b>NEW!</b>	\$432	\$540	Contract Law — Understanding the Concepts of a Contract	\$704	\$880
Brand Equity & Positioning	\$624	\$780	Costs & Costing for Effective Business Planning <b>NEW!</b>	\$544	\$680
Business & Marketing Ethics			Essential Techniques for Drafting & Vetting Tenancy Agreements <b>NEW!</b>	\$432	\$540
- Decision Making for Long-Term Success <b>NEW!</b>	\$624	\$780	Essentials of Finance & Management Accounting for Non-Finance Professionals*	\$544	\$680
Customer Loyalty Marketing * <b>NEW!</b>	\$624	\$780	Managing Procurement Contracts & Agreements <b>NEW!</b>	\$432	\$540
Developing A Strategic Marketing Plan	\$624	\$780	Practical Approach to Handling Debt Settlement & Recovery Issues*	\$432	\$540
Content Marketing for Web, Mobile & Social Media	\$960	\$1,200	Strategic Financial Planning & Capital Budgeting*	\$544	\$680
Digital Marketing Measurement & Analytics	\$960	\$1,200	Strategic Legal Writing for Managers*	\$432	\$540
Fast Track Digital Marketing Training	\$1,280	\$1,600	Torts & Legal Remedies for Wrongful Acts <b>NEW!</b>	\$432	\$540
Search Engine Optimisation (SEO) Marketing Training	\$960	\$1,200	Understanding Contract Interpretation & Drafting Standard Commercial Clauses	\$784	\$980
Social Media and Online PR Training	\$960	\$1,200	Understanding Financial Statements & Annual Reports*	\$544	\$680
Effective B2B & Trade Marketing Strategies* <b>NEW!</b>	\$704	\$880	<b>HUMAN CAPITAL MANAGEMENT</b>		
Effective Marketing Strategies	\$624	\$780	Attract, Engage & Hire Job Seekers the Marketing Way <b>NEW!</b>	\$384	\$480
Google Partner Academy – Analytics Certification	\$1,200	\$1,500	Behavioural Interviewing Skills <b>NEW!</b>	\$384	\$480
Integrated Digital Marketing Strategies	\$624	\$780	Developing Effective Training Needs Analysis (TNA)	\$624	\$780
LinkedIn Marketing <b>NEW!</b>	\$480	\$600	Managing Difficult Colleagues & Situations at Work	\$544	\$680
KMarketing Creativity	\$880	\$1,100	Social Media Recruitment Strategies	\$384	\$480
Marketing Fundamentals	\$624	\$780	<b>LEADERSHIP</b>		
Neuromarketing Bootcamp			Business Acumen Leadership for High-Potentials <b>NEW!</b>	\$704	\$880
- Activating the 'Buy Mode' in Customer's Brain <b>NEW!</b>	\$624	\$780	Critical Thinking Skills for Breakthrough Performance	\$784	\$980
No-Cost & Low-Cost Marketing Techniques to Maximise Sales	\$384	\$480	Design Thinking Masterclass for Innovative Business Leaders <b>NEW!</b>	\$704	\$880
Omni-Channel Marketing <b>NEW!</b>	\$704	\$880	Designing Solutions for Complex Business Problems <b>NEW!</b>	\$704	\$880
Secrets of Email Marketing	\$432	\$540	Disruptive Thinking to Drive Innovation & Growth <b>NEW!</b>	\$480	\$600
Social Media Advocacy Strategies	\$432	\$540	Knowledge Management Strategies for Increasing Organisational Performance <b>NEW!</b>	\$704	\$880
The Nuts & Bolts of Market Research	\$544	\$680	Leading & Managing Project Teams	\$784	\$980
<b>COMMUNICATIONS</b>			Mindfulness in Management <b>NEW!</b>	\$432	\$540
Advanced Presentation Skills	\$480	\$600	New Managers, New Leaders Bootcamp <b>ENHANCED</b>	\$704	\$880
Amazing Sticky Presentations			Personal Leadership — Motivating Self & Others to Achieve Peak Performance	\$624	\$780
- Presenting Complex Information in Simple, Effective & Exciting Ways* <b>NEW!</b>	\$704	\$880	Practical Strategies for Supervising Others <b>NEW!</b>	\$624	\$780
Better Grammar for Professional Business Communications*	\$624	\$780			
Blogging Essentials					
- Increasing Traffic through Engaging & Useful Content <b>NEW!</b>	\$336	\$420			
Copywriting for Marketing Materials	\$624	\$780			
Creating Newsletters for Maximum Impact	\$624	\$780			
Cross Cultural Communications	\$384	\$480			
Developing A Strategic PR Communications Plan	\$624	\$780			
Developing Influencing Skills to Achieve Successful Outcomes <b>NEW!</b>	\$544	\$680			
Effective Crisis Management Communications	\$432	\$540			
Effective Presentation Skills	\$704	\$880			