



**SPBA 2018 BRANDING WORKSHOP SPEAKERS' PROFILE
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TOPIC 1: Brand Building for SMEs: A step-by-step guide

Associate Professor Hooi is a Supervisor of the Asia Marketing Federation Foundation, an Associate Professor in Marketing and International Business at the Nanyang Business School and Immediate Past Director of the Nanyang Technopreneurship Centre, NTU, Singapore. He was a Visiting Scholar at the Sloan School of Management, MIT and is a Chartered Marketer (CIMUK), and a Babson TETA Fellow. Together with Philip Kotler and Hermawan Kartajaya, he co-authored various books such as Think ASEAN! (2007), Think New ASEAN! (2015) and Marketing for Competitiveness (2017). Dr. Hooi was conferred the Distinguished Global Leadership award by the Pan-Pacific Business Association in 2011; the ICSB President's Award in 2014; and a Fellowship by the Marketing Institute of Malaysia in 2016 and the Marketing Institute of Singapore in 2018.



Dr. Hooi Den Huan
Associate Professor Marketing &
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TOPIC 2: The importance of trade marks to your business

Constance is Principal Trade Mark Examiner with the Intellectual Property Office of Singapore (IPOS) where she examines national trade mark applications as well as those filed under the Madrid Protocol, an international registration system for trademarks. She also has experience in trade mark prosecution work from her one-year stint as Trade Marks Manager with a local company that sells multimedia products.



Ms. Constance Lee
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TOPIC 3: How Small Brands Can Tell Big Stories

Serene Goh studied the millennial audience for 12 years as the head of The Straits Times' young reader program, in addition to earlier years as a correspondent and features writer. Today, with a team of content specialists, she works with brands of all sizes to shape narratives that help them hit their mark. Working with experts across print and digital formats, SPH Content Lab creates content strategies that employ video, infographics and multimedia storytelling -- all to help brands captivate the audiences they desire.



Ms. Serene Goh
 Chief Content Strategist (English),
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