

# PD NEWS

A NEWSLETTER OF SIM PROFESSIONAL DEVELOPMENT

SEPTEMBER 2019  
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A Member of the SIM Group

[pd.sim.edu.sg](http://pd.sim.edu.sg)

**BUSINESS INSIGHTS**  
SKILLS ALIVE!

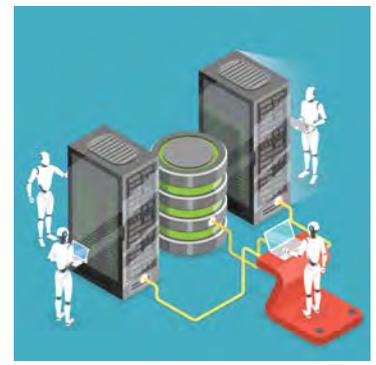
**OPTIMISE YOUR PEOPLE.  
EXECUTE VISION.**

***DISCOVER SUBSIDY-READY PROGRAMMES  
THAT ELEVATE YOUR PERFORMANCE***

Details on page 6

## HOW ARTIFICIAL INTELLIGENCE IS TRANSFORMING MARKET RESEARCH

Mao Gen Foo | Today's Manager



Artificial intelligence (AI) platforms bring together a range of insights, including operational and experience data, to help users rapidly sort and analyse the plethora of data at their fingertips.

In today's competitive market, where there is often little variance among products and price, the experiences you deliver are a key differentiator. They can help you win new business, grow market share, and better attract and retain employees.

Having a deep understanding of your customers' and employees' individual wants and needs has therefore never been more important.

Effective market research is essential if brands are going to satisfy users' individual expectations. But with data volumes and sources increasing, businesses need to reconsider how they conduct market research if they are going to quickly and easily identify opportunities.

This can be done with AI platforms. Encouragingly, Singapore is well-placed to capitalise on the benefits of AI. The government's AI for Industry initiative is helping drive meaningful adoption of the technology, with 90 per cent of businesses in Singapore planning to implement some form of AI platform in the next 12 months.

For researchers, AI platforms bring together a range of insights, including operational and experience data, to help users rapidly sort and analyse the plethora of data at their fingertips. They allow researchers to better select samples, improve data collection and analysis, and remove bias and subjectivity. The result is intelligent, rapid, and impactful business decisions.

### Improve Sample Strength

AI platforms help researchers quickly review their pool of potential respondents, regardless of size. This means that they can rapidly shortlist the best candidates and seamlessly remove those that are ill-suited.

The technology also helps businesses retain respondent participation in their survey, which has previously been a common challenge faced. Analysing user

behaviour, such as dwell times, enables researchers to identify those most likely to drop out of conversations so that they can counter and incentivise them to remain in the programme.

### Stronger Data Analysis

Operational data tells the brand what the user is doing. Experience data gives an insight into why the customer acts the way they do. AI enables researchers to integrate each data set so they can deliver superior experiences based on these insights.

Additionally, AI-powered data collection helps gather more robust data from respondents by autonomously following up on certain survey responses. By anticipating potential conversation paths, researchers can achieve deeper insights while freeing up resources to focus on other value-added services.

### Understand User Sentiment

Gathering insights from qualitative research conducted on hundreds and thousands of respondents can be a time-consuming and tedious task. However, automatic natural language processing and sentiment analysis running across tens of thousands of text comments allows businesses to gain insights and test sentiment in real-time. This gives companies the knowledge and insight required to keep their decision-making swift, informed, and impactful.

One of the greatest challenges marketers face is ensuring the data and insight coming from their research is free of bias and subjectivity. AI solves this as it treats all data equally, thanks to the ability to remove unconscious human bias. Qualtrics recently built this capability into the Qualtrics Experience Management Platform™ through Expert Review—an AI-powered tool that analyses every question and makes real-time suggestions on how to improve a survey in order to gather better data.

### Easily Conduct Secondary Research

With the rapid and ongoing exponential growth of digital and online resources, such as new sites and online libraries, there is a gold mine of information for market researchers to extract data from. The time needed to extrapolate meaningful insights

from these sources is reduced to mere seconds with AI, empowering users to seamlessly identify new markets, work on price strategies, or review their suppliers.

### Optimise the Research Process

Market researchers have traditionally reviewed their survey questions and research methods periodically. AI can continuously conduct reviews even as the research is ongoing, helping reveal broken question logic, mobile compatibility, legal compliance issues, and even potential bias in question wording, and optimise surveys based on past respondents.

Tedious and repetitive tasks, such as identifying and removing incomplete, inaccurate, or irrelevant data and localising surveys can be taken over by AI, leaving researchers more time for higher-value tasks.

### Transforming Market Research

Researchers recognise the value of AI, with Qualtrics' How AI will reinvent the market research industry report revealing 90 per cent of market researchers believe it will have a significant impact on their industry. For brands to capitalise on the opportunities AI presents, and the subsequent impact on the bottom line, the next step is equipping employees with the platforms and tools that make it possible.

Intelligent AI platforms are now affordable and available to the masses and no longer reserved for the lucky few. Businesses that prioritise AI technologies that bring together experience and operational data are set to achieve the biggest results by eliminating tedious manual analysis and effortlessly uncovering insights hidden deep within the data.

With 20 years' experience in the IT industry, **Mr Mao Gen Foo** has worked with numerous clients across industries in Asia to help solve business challenges leveraging IT solutions. He has held senior executive management roles across Asia-Pacific which include Vice-president (Asia) at OpenText, founding his own consulting firm, and the Managing Director for Autonomy-Interwoven (South Asia). As the current Head of Southeast Asia for Qualtrics, a leader in experience management software, Mr Foo's responsibility is to establish and grow Qualtrics across this region.

The full article appeared in *Today's Manager* Issue 2 2019. Contact [publications@sim.edu.sg](mailto:publications@sim.edu.sg) if you are keen to subscribe to the quarterly senior management magazine.

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## SIM PD X PERFORMANCE

	PROGRAMME	DATES	FEE
<b>NEW</b>	<b>7 Keys to Winning in the Workplace</b>	October 24 & 25	SIM Member : \$1,605.00 Non-SIM Member : \$1,926.00
<b>NEW</b>	<b>DA Series 2: Applying the Data Analytics Process</b>	November 1	SIM Member : \$909.50 Non-SIM Member : \$1,027.20
<b>SSG SF</b>	<b>Leading Organisational Change</b>	November 4 & 11	For details, please call +65 6248 9447 or email <a href="mailto:funded-prog@sim.edu.sg">funded-prog@sim.edu.sg</a>
<b>SSG SF</b>	<b>SIM High Potential Leadership Programme</b>	November 4 & 5, 11 - 13	For details, please call +65 6248 9447 or email <a href="mailto:funded-prog@sim.edu.sg">funded-prog@sim.edu.sg</a>
	<b>Edward de Bono's Six Thinking Hats®</b>	November 7 & 8	SIM Member : \$1,070.00 Non-SIM Member : \$1,230.50
<b>NEW</b>	<b>Everything You Need to Know About Cryptoassets, Blockchain &amp; ICO (Initial Coin Offering)</b>	November 11 & 12	SIM Member : \$1,605.00 Non-SIM Member : \$1,926.00
	<b>Accelerate High Performance Culture Through Coaching</b>	November 12 & 13	SIM Member : \$963.00 Non-SIM Member : \$1,123.50
<b>NEW SF</b>	<b>Successful Sales Management That Works</b>	November 18	SIM Member : \$588.50 Non-SIM Member : \$695.50
<b>SSG SF</b>	<b>Innovative Problem Solving &amp; Decision Making</b>	November 18 & 19, 25	For details, please call +65 6248 9447 or email <a href="mailto:funded-prog@sim.edu.sg">funded-prog@sim.edu.sg</a>
	<b>Storytelling – A Powerful Tool to Inspire &amp; Influence Change</b>	November 21 & 22	SIM Member : \$856.00 Non-SIM Member : \$1,027.20
	<b>Fish!™ Experience: Bringing Passion to Work &amp; Life</b>	November 22	SIM Member : \$642.00 Non-SIM Member : \$738.30
	<b>NLP for Professionals</b>	November 25 & 26	SIM Member : \$749.00 Non-SIM Member : \$866.70
	<b>Developing Effective Marketing Strategies</b>	November 28 & 29	SIM Member : \$695.50 Non-SIM Member : \$802.50

**Types of Funding Available**

**SSG** SkillsFuture Singapore Funding

**SF** SkillsFuture Credit

**UTAP** UTAP Funding

Other terms & conditions apply.

## HAVING DIFFICULTY TRACKING YOUR ORGANISATION'S TRAINING EFFECTIVENESS?

We Know How To Help.



### Why SIM PD Custom Programmes

#### WIDE RANGE OF PROGRAMMES

- Extensive L&D framework covering all areas of competencies

#### AWARD-WINNING TRAINERS

- World class trainers with industry knowledge and practical experience

#### TAILOR MADE PROGRAMMES

- Identification and alignment of organisation's trajectory and employee learning needs
- Customised programmes for your organisation's unique L&D requirements
- Pre- and post-programme analysis to track training effectiveness

Call us for a **FREE consultation on 6248 5890** or email [corporate@sim.edu.sg](mailto:corporate@sim.edu.sg).

## BUSINESS INSIGHTS

### SKILLS ALIVE!

NOVEMBER 15 (FRIDAY)

2.30 PM – 5 PM

REGISTRATION FROM 2.15 PM

#### SIM MANAGEMENT HOUSE

\$35 SIM MEMBERS

\$40 SIM GE & SUSS ALUMNI

\$45 NON-MEMBERS

REGISTER BY NOVEMBER 8

2019 SIM Membership e-Event Pass is applicable.

### Building Your Likeability Factor at Work & at Home NEW

Are you and your people likeable? Do you and your people build relationships easily and quickly? Does your role or job require that people connect with you and you with them?

Here are some data that may interest you. A Columbia University study shows success in the workplace is guaranteed not by what or whom you know but by your popularity. People who are likeable close more sales and make more money. People who are likeable get better service.

And the good news is 'Likeability' is learnable by using the skills of NLP – Neuro Linguistic Programming.

#### TALK OUTLINE:

- How our mind works – why some people are more 'likeable' than others
- The three conditions for connecting
  - Calibration
  - Communication styles
  - Rapport
- Learn to build rapport quickly at work and at home
- Business application – how to apply this knowledge in a business context

**Meenakshi Sarup** is a founding partner and manager of The Change Business (formerly known as LOA Centre SG). She has been in corporate and public training since 2011 and has trained programmes in change leadership, business presentations and communication skills, NLP, emotional intelligence (EQ) and law of attraction to a diverse audience across many countries (including Singapore, Malaysia, India, China, Indonesia, Thailand). Meenakshi has designed and developed workshops in each of these areas and is able to provide a complete solution for training needs at individual and organisational levels.

In addition to her post-graduation in business, Meenakshi is an accredited trainer for Kotter International's 'Our Iceberg is Melting – Change Essentials' and Thin On Your Feet®. She is a certified NLP trainer and coach (NLP Worldwide), a certified trainer of Emotional Intelligence (6 Seconds) and a certified facilitator in Law of Attraction (Michael J Losier). Meenakshi has an Advanced Certificate in Training and Assessment (ACTA) from IAL Singapore.

**SKILLS ALIVE!**

**Presenting with Confidence**

Presenting to large or small groups, even a one-to-one session, may intimidate or frighten you. Yet good presentation skills are vital to your career success.

Oral presentations offer important opportunities to put all your communication skills on display, including your research, planning, writing, visual design, and interpersonal and non-verbal communication.

This workshop is specially designed to hone your skills in speaking confidently, delivering a compelling presentation and handling challenging situations. Customers and businesses want people who can express themselves clearly and confidently, and are persuasive and comfortable communicating with a diverse segment of people, from top executives to operational workers. These are also important attributes organisations seek when searching for talents to promote.

**LEARNING OUTLINE:**

- Prepare and deliver effective presentations
- Engage and manage audience interactions from start to finish
- Master effective verbal and non-verbal communication techniques to increase impact
- Reduce nervousness and anxiety during presentations
- Deliver a clear, convincing and persuasive presentation
- Use effective and appropriate visuals aids
- Manage question and answer sessions confidently
- Raise your bar from an ordinary to a powerful communicator

**WHO SHOULD ATTEND**

This course is suitable for all levels of staff including but not limited to senior and mid-managers, supervisors, executives, frontline staff and those who seek to improve their professional skills in business communication.

**The 5Cs of Effective Business Writing**

Have you ever felt the need to choose between writing well and writing fast at work? The ability to put your ideas across accurately and effectively in writing is an important communication skill for every business executive. Sometimes the only exposure you may have to higher management is through your writing. If your email and letters are clear and concise, they convey an impression of someone with a well-organised mind, a person who knows exactly what is needed and how to make it happen. Messages that are vague, disjointed and weak may compromise your chance of being promoted and can tarnish your professional reputation.

This practical workshop is designed to empower you to write for the results you want in the shortest amount of time through a simple, step-by-step approach based on the fundamentals of effective email writing.

**LEARNING OUTLINE:**

- Recognise and avoid common mistakes in email writing
- Master the 5Cs of effective business writing
- Develop clear and relevant subject headlines
- Express ideas clearly and logically that are easily understood the first time
- Write concisely following the KISS principle of good writing
- Develop a simple four-step writing format to inspire a coherent flow
- Practise good email etiquette to improve professionalism in your writing
- Acquire the skill to write effectively, professionally and confidently

**Betty Kan-Sekine** is a Certified Professional Trainer (IPMA, UK), a Certified Neuro-Linguistic Programming Practitioner (NFNLP, USA) and an Associate Lecturer with SIM Global Education in Business Communication. She is a ThinkBuzan Licensed Instructor and an iMindMap Advanced Instructor facilitating Tony Buzan's Mind Mapping® technique. Betty is also a Certified Instructor of Dr Edward de Bono's Six Thinking Hats® Method and Lateral Thinking™ Application. She had attained a full Advanced Certificate in Training & Assessment (ACTA) under the Singapore Workforce Skills Qualification framework.

Betty enjoys a diverse cultural background having lived in the US and Japan for 17 years. She is fluent in Cantonese and Mandarin. She believes in the power of maximising one's potential by improving and changing oneself from the inside out. Her passion is in helping individuals be the best they can be.



**SKILLSFUTURE CREDIT  
APPROVED PROGRAMME**

**OCTOBER 25 (FRIDAY)**

**SIM MANAGEMENT HOUSE**

**9 AM – 6 PM**

\$449.40 (100% CLAIMABLE WITH SKILLSFUTURE CREDIT)

**REGISTER BY OCTOBER 11**

For more information, please call Grace on 6248 9414 or email [gracetan@sim.edu.sg](mailto:gracetan@sim.edu.sg)

2019 SIM Membership e-Event Pass is not applicable.

**SKILLSFUTURE CREDIT  
APPROVED PROGRAMME**

**OCTOBER 31 (THURSDAY)**

**SIM MANAGEMENT HOUSE**

**9 AM – 6 PM**

\$385.20 (100% CLAIMABLE WITH SKILLSFUTURE CREDIT)

**REGISTER BY OCTOBER 17**

For more information, please call Grace on 6248 9414 or email [gracetan@sim.edu.sg](mailto:gracetan@sim.edu.sg)

2019 SIM Membership e-Event Pass is not applicable.

**OPTIMISE your people.  
EXECUTE vision.**

Discover subsidy-ready programmes that elevate your performance

Are you leading a team? Are you chasing seemingly impossible targets? Are new business strategies testing your limits? Start elevating your performance with up to 90% subsidy now!

**STEP 1  
BUSINESS MANAGEMENT SKILLS**

Build on your ability to manage a team. Think, plan and execute with clarity and effectiveness.

**STEP 2  
LEADERSHIP & PEOPLE  
MANAGEMENT**

Inspire people. Lead with purpose and impact both bottomline and your organisation.

For details, visit [www.simprodevelopment.com/ode2019](http://www.simprodevelopment.com/ode2019)

For registration and enquiries, please contact us on **6248 9445** or email at [alicensies@sim.edu.sg](mailto:alicensies@sim.edu.sg)

**BUSINESS MANAGEMENT SKILLS**

**LEADING STRATEGY INTO ACTION**

**SEPTEMBER 9 - 11, NOVEMBER 25 - 27**

Leading Strategy into Action provides participants in senior management roles with the skills and knowledge to help them develop, align and implement strategies, and measure to drive accountability.

Course fee before WSQ funding and GST: \$1,350  
Singaporean and PR (SME)\*: \$244.50

**STRATEGIC BUSINESS PLANNING AND THINKING**

**OCTOBER 14 - 16**

This workshop provides participants with the opportunity to learn a structured strategic planning process and apply the learning within the classroom environment.

Course fee before WSQ funding and GST: \$1,350  
Singaporean and PR (SME)\*: \$244.50

**STRATEGIC BUSINESS SKILLS FOR PROJECT MANAGERS**

**OCTOBER 7 - 9**

Strategic Business Skills for Project Managers focuses on business skills and enables participants to think of projects as business ventures. At the end of this programme, participants will be able to lead projects and drive market performance, strategy, shareholder value, and strategic growth.

Course fee before WSQ funding and GST: \$1,350  
Singaporean and PR (SME)\*: \$244.50

**THE SALES STRATEGIST**

**NOVEMBER 20 - 22**

The Sales Strategist equips sales teams with the techniques to build trust and customer relationships, plan, manage and strategise to win in their key customer accounts. Participants will learn to build winning strategies using a structured framework.

Course fee before WSQ funding and GST: \$1,350  
Singaporean and PR (SME)\*: \$244.50

**THE \$TRATEGIC COMMUNICATOR**

**OCTOBER 11, 18, 25 & NOVEMBER 1 (9AM TO 1PM) & NOVEMBER 8**

This experiential course is focused on applying new skills and knowledge in the workplace so that SME leaders can immediately drive their strategies through effective communication and articulate their ideas to boost business growth and productivity

Course fee before WSQ funding and GST: \$1,350  
Singaporean and PR (SME)\*: \$594.50

**LEADERSHIP & PEOPLE MANAGEMENT**

**DRIVING SUSTAINABLE CHANGE**

**NOVEMBER 4 - 5 (PART 1) & NOVEMBER 18 (PART 2)**

The Driving Sustainable Change workshop is based on recent research and best practices. It acquaints participants with the skills and knowledge to equip them and their teams in this environment of turbulence.

Course fee before WSQ funding and GST: \$1,150  
Singaporean and PR (SME)\*: \$330.50

**LEADING FOR RESULTS**

**SEPTEMBER 25 - 27**

This programme equips participants with the skills and knowledge to achieve results, motivate and develop people, and build team relationships.

Course fee before WSQ funding and GST: \$1,250  
Singaporean and PR (SME)\*: \$212.50

\* Singaporeans above 40 years from non-SMEs may also qualify for funding. Please check your funding eligibility with us, if unsure.

## 5 Strategies to Accelerate Your Career Growth in 2019

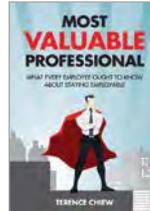
Disruptive technologies are impacting business models and work. The average tenure for employees is decreasing when companies have started using artificial intelligence and robotics to perform some jobs. There is the onus on employees to start looking after their careers to remain employed. However, remaining employed is not enough. Workers need to thrive in the future of work and remain employable.

### TALK OUTLINE:

- Getting along with people of different personalities and building great relationships at work
- Adapting easily to changes at your workplace
- Strengthening your job position with respectable authority
- Making your brand more visible everywhere
- Making your skills traversable anywhere

**Terence Chiew** is the Managing Director of Peet Asia Pte Ltd, a performance consulting company that focuses on assisting organisations to increase the performance of their people and achieve desired business results.

He is also a career coach and author of the book *Most Valuable Professional: What Every Employee Ought to Know About Staying Employable*.



### OCTOBER 12 (SATURDAY)

**9.30 AM – 12.30 PM**

REGISTRATION FROM 9.15 AM,  
REFRESHMENTS FROM 12.30 PM

### SIM MANAGEMENT HOUSE

\$45 HCIG MEMBERS  
\$50 SIM MEMBERS  
\$55 SIM GE & SUSS ALUMNI  
\$60 NON-MEMBERS

**REGISTER BY SEPTEMBER 30**

**2019 SIM Membership e-Event Pass is applicable.**

## 5-Day 4-Night SIM-AA Auto-Venture Drive to Melaka, Ipoh & Cameron Highlands

NEW

The Automobile Association (AA) Auto-Venture™ has become an iconic event among motoring association members and Singaporean motorists in general. It has taken motorists to exciting destinations as far as London providing great driving experiences on top of great holiday destinations.



This 5D4N auto-venture drive to Malaysia, organised by AA in collaboration with SIM, is one such trip. Participants will not only get the chance to experience a long distance road trip, but also the opportunity to sample the local cuisines of the places that they will visit along the way to Cameron Highlands. Departing from Singapore on November 24 and returning on November 28, the five-day motoring venture will pass through fabulous scenery in Malaysia with stop-overs in Melaka and Ipoh.

This is a perfect way for you to combine your love for motoring and food, and to travel with like-minded individuals across exciting parts of Malaysia.

### PACKAGE INCLUDES:

- 4 nights' accommodation in 4/5-star hotel/resort
- Meals as per itinerary
- Events road book
- Free loan of walkie-talkie set per car, Garmin GPS with Singapore & Malaysia and maps programmed coordinates
- Group Personal Accident (PA) Insurance
- Pre-trip car inspection by AA Singapore
- Pre-trip briefing by AA Expedition Leader
- Convoy driving escorted by AA Expedition team throughout the trip
- Complimentary 1-year AA membership

In collaboration with:



The Entrepreneurship &  
Strategic Management Group

### NOVEMBER 24 – 28

### MEETING POINT AT MCDONALDS WEST COAST PARK

\$680/\$810 TWIN OR TRIPLE SHARING  
(AA MEMBERS & SIM MEMBERS/NON-MEMBERS)  
\$600/\$730 CHILDREN WITH BED (AA MEMBERS & SIM MEMBERS/NON-MEMBERS)  
\$480/\$510 CHILDREN WITHOUT BED (AA MEMBERS & SIM MEMBERS/NON-MEMBERS)  
\$1,180/\$1,310 SINGLE (AA MEMBERS & SIM MEMBERS/NON-MEMBERS)

**REGISTER BY OCTOBER 25**

**2019 SIM Membership e-Event Pass is not applicable.**

**AA Member rates apply to immediate family members (spouse and children).  
Children rates apply to children aged 3-11 years sharing 1 room with 2 adults.  
Maximum 2 adults and 1 child to a room.**

# DATA ANALYTICS SERIES

BUILD A DATA CENTRIC WORK CULTURE  
TO STAY AHEAD OF THE COMPETITION  
AND DISRUPT THE PLAYING FIELD.

For more information, visit us at  
[simprodevelopment.com/data-analytics-series](http://simprodevelopment.com/data-analytics-series)

# CONNECTIONS

## ALL THINGS MEMBERS



### EXCLUSIVELY FOR SIM MEMBERS

#### BODY WELLNESS



\*Valid till 31 December 2019.  
Please call your preferred outlet and quote 'BWSIM' for appointment.  
Other terms & conditions apply.

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NAME AS IN NRIC | PASSPORT

**COMPANY NAME:** \_\_\_\_\_

**TEL:** (O) \_\_\_\_\_ (M) \_\_\_\_\_

**MEMBERSHIP NO.:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_

**PLEASE INDICATE:**  INDIVIDUAL MEMBER  CORPORATE MEMBER

SUSS ALUMNI (ALUMNI NO. \_\_\_\_\_) )

NON-MEMBER  SIM GE ALUMNI \_\_\_\_\_ )

**INTEREST GROUP MEMBER (GROUP:** \_\_\_\_\_ )

**PAYMENT OPTIONS:** \_\_\_\_\_

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**CHARGE TO MY:**  VISA  MASTERCARD

**CREDIT CARD NO.:** \_\_\_\_\_

**NAME OF CARDHOLDER:** \_\_\_\_\_

**EXPIRY DATE:** \_\_\_\_\_

**SIGNATURE:** \_\_\_\_\_ **AMOUNT: \$** \_\_\_\_\_  
AS PER CREDIT CARD

BUSINESS INSIGHTS		DATE	TIME	FEE (MEMBERS) SIM   UNI   NON
<input type="radio"/>	Presenting with Confidence	OCT 25	9 AM – 6 PM	449.40
<input type="radio"/>	The 5Cs of Effective Business Writing	OCT 31	9 AM – 6 PM	385.20
<input type="radio"/>	Building Your Likeability Factor at Work & at Home	NOV 15	2.30 PM – 5 PM	35   40   45
PROFESSIONAL INTEREST GROUPS		DATE	TIME	FEE (MEMBERS) IG   SIM   UNI   NON
<input type="radio"/>	HICG 5 Strategies to Accelerate Your Career Growth in 2019	OCT 12	9.30 AM – 12.30 PM	45   50   55   60
<input type="radio"/>	TESM 5-Day 4-Night SIM-AA Auto-Venture Drive to Melaka, Ipoh & Cameron Highlands	NOV 24 – 28	-	\$680/\$810   \$600/\$730   \$480/\$510   \$1,180/\$1,310

**LEGEND**  
 SIM – SIM Members    Uni – SIM GE / SUSS Alumni    Non – Non-members  
 IG – Respective Interest Group members only

**Registration and Payment:** A place will be reserved for you upon receipt of your registration. Please inform us in writing of any change in registration. Full fee will be charged if withdrawal is made less than one week before commencement. All fees are inclusive of 7% GST. All cheque/bank drafts must be made payable to 'Singapore Institute of Management', crossed and marked 'A/C Payee only', with the activity title indicated on the back. All registration and payment should reach us by the activity registration closing date.

**Cancellation:** SIM reserves the right to make any amendments, cancel and / or change the programme, speaker, date or venue if warranted due to unforeseen circumstances.

**PDPA:** During the course of your attendance at any SIM events, photograph(s) or video image(s) of you may be taken or recorded for news and publicity purposes. For detailed information, please visit <http://www.pd.sim.edu.sg/personal-data-protection-policy>

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