

# Referral Marketing Masterclass

People influence people. Nothing influence people more than a recommendation from a trusted friend. A trusted referral is the holy grail of advertising.

13th – 14th March 2019  
Singapore

Delegates are required to bring their Laptop for Exercise and Presentation Purposes

## Major Benefits of Attending

- **IDENTIFY** significant components of a referral-based marketing plan
- **LEARNT** and **PRACTICE** interpersonal business and marketing communication skills
- **RECOGNIZE** the blockades to successful marketing
- **KNOW** what are the most valuable sharing channels
- **CREATE** an effective personalized referral marketing plan
- **IMPLEMENT** the referral marketing plan in your work place

## Why You Should Attend?

If you are working in the marketing field, then you should not miss out this opportunity to attend this workshop! Know why? First of all, this course will provide you a big picture of your referral marketing plan. You will be able to identify your referral team and be given the tools to measure your referral marketing activities. Then, your focus will be continuing on who your target market is. During the second day, you will get to know what are the right things that you should do and with the right team for better outcome. Moreover, you will be able to what kind of platforms you can use to support your referral marketing. In addition, this course provides you with the flip chart exercise and discussion, workbook exercise and discussion as well as questionnaire session.

After the course, you will able to write yourself a referral marketing plan and implement it in your workplace. You also get the chance to send your referral marketing plan for the trainer's review and comments! How great! So register yourself for this course now.

## Who Should Attend?

- ✓ Marketing Director
- ✓ Marketing Consultant
- ✓ Advertising Manager
- ✓ Sales person
- ✓ Marketers, principals and business developers at professional services firms of all sizes
- ✓ For those who have a business which could benefit from referral marketing

Organized by: \_\_\_\_\_



WE SOLVE YOUR PUZZLE