

Session 1

2.30pm to 3.25pm

Delivering Results in today's Digital Age

Synopsis

This webinar is ideal for business owners who are keen to learn how digital marketing can help your business grow and ways to tap on different digital marketing platforms to reach out to potential customers. Learning how to optimize your marketing budget to achieve your marketing goals is a critical skill especially for SME companies.

Join us to gain insights on how some companies have successfully tapped on digital marketing to thrive and transform their existing business in this pandemic landscape!

Outline

- Overview of digital marketing
- How can digital marketing help SMEs/business owners to drive results in the digital age?
- How to strategize your marketing campaigns to achieve marketing goals?
- A peep at companies who thrive during the pandemic period
- Leading your team to success

Speaker



Valerie Lee

Valerie Lee is a business entrepreneur and an ACTA-certified Specialist Adult Educator amongst the accredited Adult Education Professionals. She has founded several successful business ventures involving the design and supply of propriety smart apparels for large corporations, leading nascent developments in IoT and AI applications to solve industry pain points, and consulting for corporate clients and business owners. She is an accomplished digital marketing strategist and trainer, well sought after for her expertise, passion and business insights.

Valerie Lee, founder of Intangibles Consultancy Pte Ltd, holds a Master of Business Administration and a first degree in Mechanical Engineering from National University of Singapore. More recently, she was featured in the inaugural Singapore 100 Women in Tech 2020 List.

Session 2

3:30pm – 4:25pm

Data Analysis Skill – A relevant and portable skill to have in highly digital and data-driven world

Synopsis

A significant part of business processes and business decisions are driven by data and data analyses. With digitization, digitalization and digital transformation gaining momentum across many sectors, the skill to analyse data, articulate the insights and communicating those insights to a varied audience is now required across the organization and not just in the hands of a few. In today's and tomorrow's workforce, having a skill that is relevant and portable will increase one's marketability and value.

Outline

- How to apply data analysis is practically any context
- How to get started in data analytics.

Speaker



Mr Francis Tay

Francis has been teaching at Nanyang Technological University (NTU), Singapore, at the post-graduate level for more than 10 years and is currently a lecturer at NTU, Wee Kim Wee School for Communications and Information (WKWSCI), teaching Business Intelligence, Information Sources and Services, and Information Entrepreneurship in the Master of Knowledge Management and Master of IS courses.

He also conducts seminars and short courses on topics on “Data Analysis and Analytics”, “Intelligent Automation” “Industry 4.0”, “Transformative Technologies” and “The Market Sensing Organization”. He is concurrently a Director at Singapura Management Pte Ltd, a corporate services company and founder of NextGen Ventures Pte Ltd, a company focussing on Internet-related businesses and new technologies like Bluetooth BLE. He has also held senior positions in government and government-linked organizations.

Session 3

4:30 – 5:25

UX Design in Business

Synopsis

UX Design is becoming ubiquitous and critical in almost every facet of the knowledge economy. As a result, industry's demand for UX/UI design skills are in high demand, and design thinking is becoming an increasingly important skill for teams to master. In this discussion, we will talk about the trend towards human centered design and how companies must evolve to incorporate these methods into their DNA if they are to thrive in the digital economy.

Outline

- Discuss the trends and challenges facing businesses in the digital economy
- Cover the importance of human centered design in designing and delivering products and services
- Discuss the talent challenges that organizations face when building skills in their teams

Speakers



Colin Mansell

Colin has been involved in tech and education for the last 20 years. He originally studied for a BSc in Music Technology, and then earned an MA in Marketing, before building his career in the music and media industries in London, working with many clients including EMI, Microsoft and the BBC.

He then spent 10 years in Canada where he built and ran an award-winning digital agency, Drive Digital, which grew from Vancouver to Toronto and New York, sold in 2015, going on to build RED Academy, a technology school in Canada and the UK, which has graduated over 3,000 students in coding, digital marketing and UX design.

He now heads up Skills Union, a digital learning company with operations in Singapore, the UK and North America, working with leading employers and universities like NTU to design and deliver tech-focused training programmes to prepare students for successful careers in the tech sector.



Daren Kang

Daren Kang has over 20 years of leadership experience in scaling business growth across the Asia Pacific. He is a dynamic and agile business leader with a wealth of experience in strategic education management, international business development, academic operations, sales, and marketing.

Daren has held previous roles including Vice President of PSB Academy in Singapore, holding the global leadership role for recruiting international students to study in Singapore, as well as heading the Raffles Education Corporation's India colleges as a Director as well as senior roles with InterContinental Hotels, Sabre-Abacus and PSA Corporation.

He is currently the MD APAC at Skills Union, driving strategic business growth through partnerships and efficient business operations in the APAC region. Before that, Daren was the Deputy Director at NTU, heading the students' recruitment, marketing, and operations for all graduate study programs in Nanyang Business School.