

SHIP MARKETING WORKSHOP



Pinguino Events specializes in conferences and workshops specifically for the maritime industry to facilitate the sharing of knowledge and promote greater interaction with these communities in this information age.

Our strength lies in our roots in shipowning and management, extensive network with the maritime industry and understanding of its needs.

Other Pinguino events:

- Dry Bulk Chartering Workshop (Intermediate)
- Tanker Chartering
- Ship Investments
- Introduction to Shipping
- Small Tankers Asia 2009

Ship Marketing Workshop

Date: 03/08/09 - 04/08/09

Time: 0900 -1700

Price: S\$800 (No GST)

“Sales Not Enough—How ?!”

Shipping Sales, Marketing Strategies for the “Up & Coming” Shipping, Procurement & Logistics Executive in an Economic Downturn .

Register Now!!

Seats are limited!!!

Register Early by 24th of July 2009 or register in groups of 3 or more to get

10% off the course fees.

For Further Information, please visit our website at

www.myPinguino.com



Target Audience :

Shipping, Logistic Sales & Procurement.

Beginner and Immediate Shipping and/or Shipping Executives.

Speaker's Bio

Kenneth Tan

Mr Tan is currently the Manager of Bunker Operations with APL's Global Fleet Fuel Management and Procurement.

With More than 20 years of international Working Experience at managing Sales & Marketing , Operations , Business Development and Procurement Key Positions in

- Shipping
- Logistics
- Freight Forwarding and Supply Chain & Warehousing industries

Education Background:

- BA in Economics from NUS,
- MA from NTU in Maritime Studies
- Certified Professional Logistician accredited by the Chartered Institute of Logistics and Transport, Singapore.



TOPICS COVERED:

- Basic Marketing Concept
- The Anatomy of a Shipping Company
- Marketing Strategic Planning and Market Definition
- THE PLAN– The Shipping Marketing/ Business Plan
- Promotional Strategy for Ship Manager
- “Show me the MONEY!”
- “What’s Not Taught at Business Schools”
- The Supply and Demand of Shipping Entities
- Transportation Selection Decision
- The Bill of Lading
- Transportation Rates
- Framework for Warehouse Decision
- Bringing it all Together–Synergy!



Pinguino Events Pte Ltd

Contact Person: 9225-5975

Pinguino Training Centre:
7C Mohamed Sultan Road.
Singapore 238957

Phone: +65 6223-9296

Fax: +65 6222-0777

E-mail: events@mypinguino.com

WORKSHOP REGISTRATION FORM



Ship Marketing

3 – 4 August 2009.
0900hrs - 1700hrs

For the past year Pinguino Events has been bringing to you niche conferences that cater to the Singapore and Asian Marine industry. We are proud to present the latest series of targeted workshops brought to you by Pinguino. Sign up now!!

Please read the terms and conditions carefully before registering. To register for the conference, please complete this form in **PRINTED CAPITALS** and return it to the Conference organiser by fax: +65 6222 0777

PARTICIPANTS INFORMATION

| | | |
|------------------------|-----------|--------|
| Name Mr/Mrs/Ms/Dr/Capt | Last | First |
| Email | Job Title | Mobile |
| Name Mr/Mrs/Ms/Dr/Capt | Last | First |
| Email | Job Title | Mobile |
| Name Mr/Mrs/Ms/Dr/Capt | Last | First |
| Email | Job Title | Mobile |

COMPANY INFORMATION

| | |
|--------------------|------------------------------|
| Nature of Business | Job Title |
| Mailing Address | |
| Contact Person | Mr/Mrs/Ms/Dr/Capt Last First |
| Organisation | |
| Postal Code | City Country |
| Email | Tel Fax |

Registration Fee (no GST charged) :

| | |
|---|-----------------------|
| Single participant | \$800 (no GST) |
| Early Bird (by 24th Aug 2009) | 10% discount |
| In groups of 3 or more | 10% discount |

PAYMENT

Enclosed is a cheque for S\$ _____, being the total fee payable for the above participant(s)
Please make cheque payable to “**Pinguino Events Pte Ltd**” and mail to 10 Anson Road #10-24 International Plaza Singapore 079903

I confirm that the information given above is accurate and that I agree with the terms and conditions set below

Signature / Date

NOTE

- § Group discount of 10% will be given to groups with a minimum of 3 pax.
- § Course Fee includes training materials, and light refreshments no lunch included.
- § Registration is subject to availability and on a first come first served basis.
- § A Certificate of Attendance will be issued to participants upon completion of the course.

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|---|--|--|
| THIS BOOKING IS INVALID WITHOUT A SIGNATURE | | |
| CANCELLATIONS All cancellations must be made in writing to Pinguino Events Pte Ltd. Cancellations made more than 14 days before the workshop will receive a full refund, less 25% administration fee. No refunds will be made for cancellations thereafter. However, a replacement may be made instead. | CONDITIONS All participants who wish to attend the workshop must be registered. Upon receipt of the registration form, you will receive a confirmation via email. All registrations must be accompanied by payment otherwise, the registration will be considered null and void. | INSURANCE The organizers and its partners cannot accept any liability for personal injuries, the loss of and/or damage to personal belongings of participants prior, during and after the workshop whilst on location. Please check the validity of your personal insurance. |