



MARKETING
INSTITUTE OF
SINGAPORE

MEDIA RELEASE

MIS Marketing Guru Talk Series Insights with CEO & Co-founder of Nuffnang.com

Singapore, 9 July 2013 – Harnessing on the social media bandwagon, the Marketing Institute of Singapore (MIS) has specially invited Mr Cheo Ming Shen, CEO & Co-founder of Nuffnang.com for a dialogue session with members and fellow marketers on 25 July 2013. The session is part of the MIS Marketing Guru Talk series to share with the industry on real life insights, perspectives and experiences of Marketing Gurus!

During the session, Mr Cheo Ming Shen, also known as Ming to many, will be sharing The Inside story behind his runaway success in the blog advertising community, how he managed to work with famous bloggers such as Xiaxue and his perspective and insights in the area of digital marketing, e-commerce and social media.

Besides Nuffnang, Ming has also co-founded Netccentric Pte Ltd with his Malaysian business partner and branched into various business activities such as Community for Social Media Influencers called Churpchurp.com as well as an online shopping mall based out of Singapore, known as Jipaban.com.

We believe that Ming's rich experience in blog advertising community and social media marketing will provide members a rare opportunity to gain a whole new perspective and insights on online marketing.

Details of the event:

Title : Insights with CEO & Co-founder of Nuffnang.com
Date : 25 July 2013
Time : 6.30pm to 9.00pm
Venue : MIS Executive Club, 410 North Bridge Road #01-00 Singapore 188726
Speaker : Mr Cheo Ming Shen, CEO & Co-founder of Nuffnang

About Marketing Guru Talk:

What textbooks can't teach you, MIS makes it up by providing you real life insights, perspectives and experiences! The gurus have been there done that and are willing to share their story. The Marketing Guru Talk serves as an avenue to share and promote marketing as a philosophy to members and the public. MIS aims to explore the various aspects of Marketing and seeks gurus of their respective fields to share their behind the scenes knowledge. Hear their stories and embark on an ever learning journey with MIS.

About the Marketing Institute of Singapore:

The Marketing Institute of Singapore is the national body for sales and marketing. Since 1973, the Institute has nurtured more than 40,000 students; sales and marketing practitioners through its Training Centre and provided the networking opportunities for thousands of its members. The Institute will continue to serve the Marketing and Sales fraternity to fulfill its vision and mission of "Creating Marketers" and "Connecting a community of Marketers".

About Nuffnang.com:

Nuffnang is the world's leading blog advertising community, for people who share the passion for blogging like we do! Our community currently reaches out to 1,000,000 bloggers in 8 countries and regions - Malaysia, Singapore, Philippines, Australia, China, Hong Kong, Thailand, and United Kingdom. At Nuffnang, bloggers generate income through blog ads placed by various brands, and become part of a close-knit community through a vast range of exclusive events and contests we organize and support, especially for you. A community for bloggers by bloggers, Nuffnang strives to keep the local blogosphere growing.

For media queries, please contact the following

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