

Online Marketing Skills: Going Global

17 Nov 2016

9am to 5pm

*West Wing, Level 36,
Q Sentral,
2A, Jalan Stesen Sentral 2,
50470 Kuala Lumpur*

** The fee will be subjected to 6% GST*

**Register for
only RM60***



MREPC

Objective

- ♦ Enhance skills in online marketing and social media to gain better exposure in international markets
- ♦ Harness digital marketing through developing effective strategies for online marketing
- ♦ Understand the fundamentals of Search Engine Optimization (SEO)

Speaker's Profile



Dechen Lau has vast experience as an author and a consultant on digital marketing, international internet marketing and e-commerce. He is a trained and qualified e-commerce consultant (Australia) and marketing management (USA) and has been

working for renowned MNCs like Diethelm Berhad and Johnson & Johnson Group. Has worked with SMIs & SMEs to increase sales and marketing and is accredited by Internet Marketing Standard Board (IMSB) by International Marketing Membership recognized worldwide.

Programme

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| 8.30am | Registration |
| 9.00am | Online Marketing - building a business community, branding and social media platforms |
| | Social Media - explore social media platforms |
| 1.00pm | Lunch |
| 2.00pm | Fundamental of SEO, website characterization and optimization |
| | Capturing Leads - lead management and generation |
| 5.00pm | Q&A Session |
| 5.30pm | End of Seminar |

**Participants are encouraged
to bring own laptop or tablet**

Please log into our website at www.mrepc.com for online registration.
For enquires, please contact Madeline (madeline@mrepc.com) at 603-2780 5888.