# SME MAKE-OVER CONFERENCE 2008

*Register at http://www.sp.edu.sg/sirc/ now!*

AT THE SINGAPORE POLYTECHNIC MLT 12

SEPT 4TH, 2008

THURSDAY 8:30 - 14:00

"STORM THE WEB" & "WORKING THE WEB" TALKS BY...

SingTel · PurpleClick · signetique · TATA CONSULTANCY SERVICES Experience certainty. · doricsolutions technology for business people · PayPal · EnterpriseOne Business Information Services · Tigernix We are users too

## OPEN TO ALL SMEs FOR AN ADMISSION FEE OF $10 PER PAX. FREE ENTRANCE FOR 1ST 100 PARTICIPANTS.

FOR ADDITIONAL DETAILS AND ENQUIRIES, PLEASE CALL 68790368 OR VISIT WWW.SP.EDU.SG/SIRC/.

Organizer: SINGAPORE POLYTECHNIC · SIRC@SP

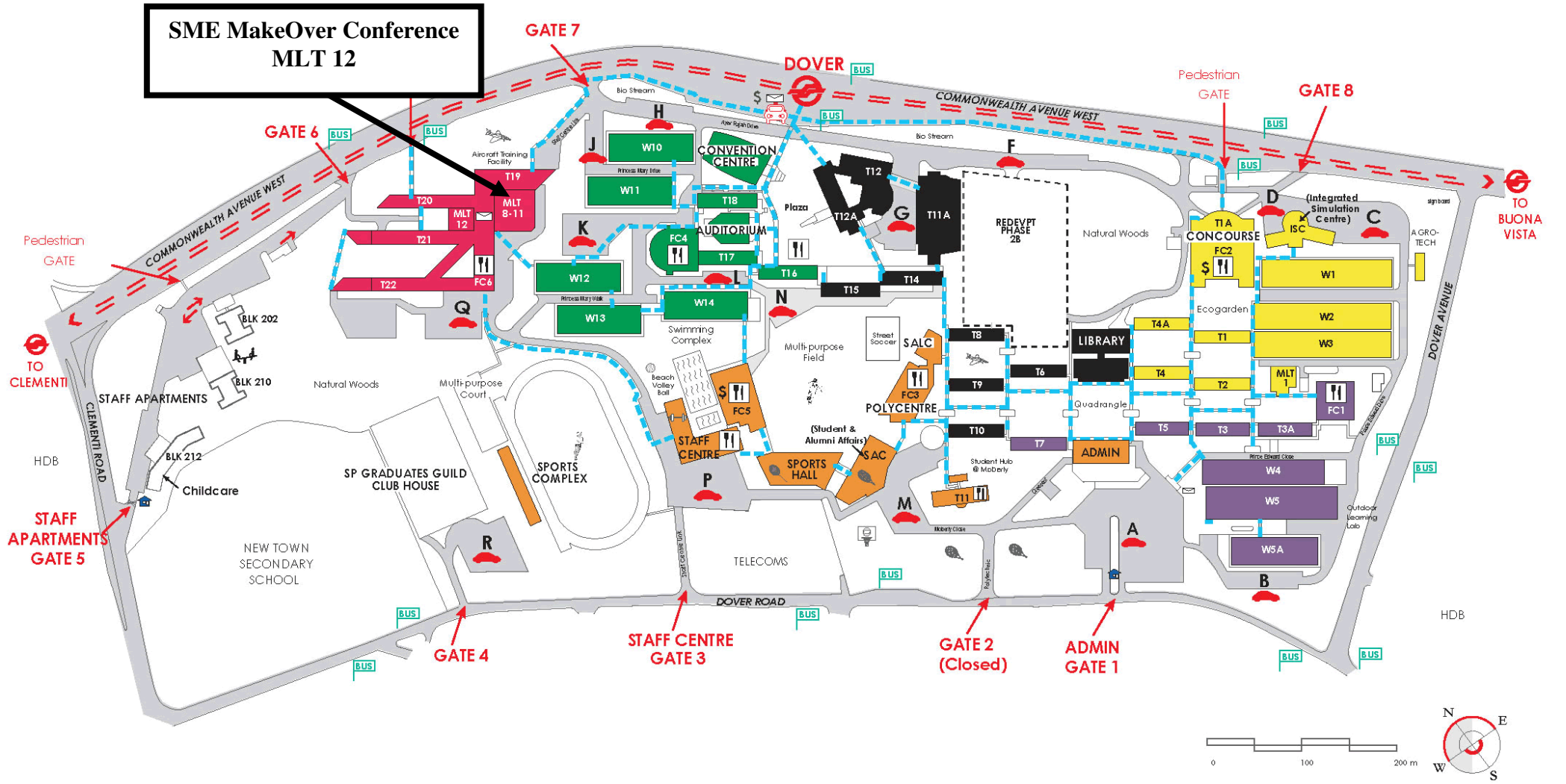
Platinium Sponsor: SingTel

Gold Sponsor: doricsolutions · PayPal · PurpleClick · EnterpriseOne Business Information Services

Supporting Partner: EDC@SICCI

# SME Make-Over Conference Agenda - 4th September 2008

| | | | |
|---|---|---|---|
| Opening Ceremony | 0800 | Registration | Outside MLT 12 |
| | 0900 | **Welcome Address** by Mr Lim Peng Hun, Deputy Principal | MLT 12 |
| | 0910 | **Opening Speech by our Main Sponsor**: Wong Lin, Director, Marketing, Singtel | |
| | 0920 | **Introduction on SIRC@SP** by Mr Peter Leong, Director of SME Infocomm Resource Centre | |
| | 0930 | **Opening Address** by Mr Predeep K Menon, Executive Director & CEO, SICCI | |
| | 0940 | **Leveraging Government Programmes to help SMEs grow with Infocomm** by Mr Lo Yoong Khong, Cluster Director, Cluster-Wide Programmes, Justice & Laws and Transport Clusters, Infocomm Development Authority of Singapore (IDA) | |
| | 0950 | Signing of MOU between SIRC and SICCI | |
| | 1000 | **Tea Break** | |
| Morning Programmes (Choose either Track 1 or Track 2) | **Track 1 - Storming the Web** | | |
| | 1030 | **Title: Sun Tze's - Art of War Strategies**<br>Topics: To be updated.<br>Speaker: Ms Chong Lee Fong (Deputy Director, Business Sales, Segment Marketing, **Singtel**) | MLT 12 |
| | 1050 | **Title: TCS IT-as-a-Service (ITaaS) Solutions for SMEs.**<br>Today SMEs face several Business & Technology related hurdles in realizing the benefits of InfoComm; such as Low Capital Base, Lack of Enterprise View, Legacy Systems, Non Standard Solutions, Discrete Systems and Lack of Vendor commitments. TCS has defined a IT-as-a-Service(ITaaS) Model to help SMEs quickly leapfrog over these challenges in realizing the maximum returns on their IT investments. TCS would also share demonstrations of some illustrative solutions which are benefiting SMEs globally.<br>Speaker: Mr Abhesh.K (Business Development Manager, Govt & SME Biz, **Tata Consultancy Services**) | |
| | 1115 | **Title: Expanding Business Using E-Commerce.**<br>- Introduction: What are the required components to setup an e-commerce site?<br>- How to choose a good domain name.<br>- How to get a professionally designed website cheap.<br>- Promoting your website. SEO, SEM.<br>- Selecting payment gateways.<br>Speaker: Mr Kenneth Tan (Chief Operating Officer, **Signetique IT Pte Ltd**) | |
| | 1135 | **Title: PayPal - The safer and easier way to get paid online.**<br>- PayPal Overview<br>- How PayPal works<br>- Why use PayPal?<br>- How to use PayPal for your online business<br>- Getting started<br>Speaker: Mr Gene Wong (Head of Asia Merchant Services, **Paypal Pte Ltd**) | |
| | **Track 2 - Working the Web** | | |
| | 1030 | **Title: The Importance of Business Information.**<br>- Sharing of the importance of Business Information<br>- Understand how to make use of available information to provide insights into the target market<br>- Explore how to gain access to trusted and useful business information resources<br>Speaker: Mr Tan Hwa Pheng (Info-Consultant, **EnterpriseOne Business Information Services [EBIS]**) | MLT 10 |
| | 1050 | **Title: SME Marketing in the Age of Information & Technology.**<br>- Internet and Online Marketing Trends<br>- Using Search Engine Marketing to Increase Sales<br>- Success Stories of SMEs<br>Speaker: Mr Leonard Tan (CEO, **PurpleClick**) | |
| | 1115 | **Title: The Golden Path to Customer Relationship Management (CRM) Success.**<br>- How do you differentiate your business using a CRM?<br>- How can CRM be of help to your revenue?<br>- How to use CRM to retain your customers?<br>- What are the critical success principles to implement CRM?<br>Speaker: Mr S. Gowrishankar (Co-Founder & Director, **Tigernix**) | |
| | 1135 | **Title: The Business Tool that Economizes Your Time, Money & Effort.**<br>Delivered in the form of Service-as-a-Software, Web Office is a rising trend among businesses today. Join this session to know and discuss more about the fundamentals of Web Office, its time, cost and effort effectiveness and explore a locally developed free Web Office that has gain much popularity recently.<br>Speaker: Ms Noi (Business Development, Assistant Manager, **Doric Solutions**) | |
| | 1200 | **Lunch & Exhibition** | |
| | 1400 | End | |




# SINGAPORE POLYTECHNIC CAMPUS

Website: www.sp.edu.sg Main Line : 6775 1133 September 2007

Guard House | Guided Link | Carpark | Taxi Stand | BUS Bus Stop | $ ATM