

Singapore Women in Technology (SWIT)

p r e s e n t s

e-Business Forum

28 April 2007

At the half-day forum, you'll be able to learn from industry professionals and entrepreneurs:

1. How do you manage your brand in a world where anyone with a keyboard can be an influencer?

by Rachel Catanach, GM Hong Kong, Corporate Practice Lead Asia, Waggener Edstrom

- How to effectively control your brand online
- How to develop effective brand communications and strategic plans.
- How to measure online dialogue in the blogosphere as well as offline media coverage

2. How to engage the power of search engine to maximize your business potential online.

by Gideon Lim, Founder of Web Synergies

- How does search engine, like google, yahoo or msn work?
- How to engage search engines to generate leads to your business website
- Effective search engine marketing and ROI

3. Keeping track of your Most Valuable Asset - Customer, Opportunity and Billing.

by William Foo, Technical Director of Integral Solutions (Asia) Pte Ltd

One of the most challenging aspects of running a business is developing a customer base!* and maintaining it. Companies need to be able to respond to customer inquiries, manage customer relations, and follow up on sales leads. To do this, they need an effective, easy-to-use contact management solution. This include how to extend your Outlook to:

- 1) Manage your sales leads and activities in one place
- 2) Manage both your e-biz and direct sales opportunities
- 3) Identify your best opportunities
- 4) Convert sales opportunities into quotes, orders and invoices & much more..

PLUS MORE FROM:

4. Entrepreneurs talks:

- Mr Lye Chan Loy, Adicio Pte Ltd www.adicio.com.sg
- Julie Sim from Tiramisutra www.tiramisutra.com

We have invited entrepreneurs who have successfully launched their online business to share their experience and stories:

- **How a civil engineer turned part time hobby to full time making online business?**
- **How an internet veteran successfully started his own e-business by choosing the right e-business model?**

There will also be a Q&A session for you to interact with these entrepreneurs.

THE SPEAKERS:

Rachel Catanach, General Manager Hong Kong, Corporate Practice Lead Asia, Waggener Edstrom

Before joining Waggener Edstrom Worldwide, Rachel Catanach worked for 15 years for New Zealand communications consultancy Sweeney Vesty, where she provided strategic counsel and corporate communications advice to CEOs and senior executives for blue-chip companies in the financial services, telecommunications, energy and government sectors. Her experience spans mergers and acquisitions, balance sheet restructurings, capital raisings, and initial public offerings (IPOs) on the transactional side and brand building, reputation and crisis management, and change management on the corporate side.

Gideon Lim, Founder of Web Synergies

Mr Gideon Lim, the founder of Web Synergies (S) Pte Ltd, has many years of experience in internet development work especially as relates to web development and its business and marketing aspects. A judge at internet competitions as well as a speaker both overseas and locally in e-business, e-customer relationship management and search engine technologies, he brings his seasoned and well-considered views in a layman-like and logical manner to business people.

William Foo, Technical Director of Integral Solutions (Asia) Pte Ltd

Certified partner of Microsoft, has 13 years of experience in helping businesses in Customer Relationship Management. He will show you how to maximize your email program - OUTLOOK to manage your customers. You will be able to learn that you do not need to spend a lot of money to have a system to maintain good relationships with your customers.

ORGANISER: SWIT, SBPWA

Singapore Women in Technology (SWIT) is an interest group of SBPWA that provides a platform for women interested in the information and communication technologies field to network and learn from one another.