

BNI Singapore

Presents

MASTERS of NETWORKING 2009

30 June 2009

Where Resilient Entrepreneurs Connect



UPTURN: Riding Out The Storm, Preparing for Better Times

by Eric Low

We have lots to learn from the current economic downturn in the various aspects of our lives – job/career, finance as well as family and friends. Networking is a necessary activity as 60% of job opportunities come from this source so make sure you practise it.



THE RIGHT MOVE: Making Successful Decisions in a Difficult Economy

by Ian Dyason

In an uncertain economy, making strategic decisions is more difficult. Not only are opportunities still out there, this environment allows us to take a step back, view our position for the longer term and position ourselves for better times. It calls for more innovative solutions. More proactive decisions. More assured leadership. In short, it calls for you to make The Right Move!



THE BUZZ FACTOR – Top of Mind Marketing to Drive Business Your Way

by Mervin Yeo

Develop and implement strategies that help people think of you each time they or someone they know require your service – as a result, referrals keep coming your way. During the last recession, thousands of business people continued to prosper because they networked purposefully and consistently.

RAISING THE BAR – BNI Theme 2009

While most of the world is shouting about the sky falling and the difficult times we are experiencing, we now have the opportunity to focus on the fundamentals of what we do best. "Raising The Bar" transcends growth - the company will continue to grow as entrepreneurs and professionals around the globe embrace networking and word of mouth marketing to thrive, especially in the midst of international economic challenges.

ABOUT THE SPEAKERS

ERIC LOW is committed to change lives. He has made his entire life a commitment to thousands of youths at the Students Care Service when he was at the helm from 1982 to 1999. Today he remains as its' Chief Advisor. He has raised more than S\$2 million towards the work of the Singapore Red Cross Society and turned thousands of lives under the National Crime Prevention Council which he is currently the Vice-Chairman. Most prominently, he serves thousands of residents in Hougang. As adviser to the Grassroots Organisations for ten years, and he is still searching for more lives to touch and empower.

Eric has been in the Insurance industry for over 35 years in underwriting both insurance and reinsurance business. He is currently Director of Asia Reinsurance Brokers Pte Ltd, Senior Advisor to Koh Brothers Group Ltd and Senior Partner of Gimtronic Engineers Pte Ltd.

Eric Low believes that the key to survival and success is threefold. Firstly, having the passion to serve. Secondly, being willing to take up the challenge. Thirdly, having the perseverance for love which is kind, patient and does not insist in its own way. When not serving the residents in Hougang and spending time with his wife Margeret, daughter and son, Eric Low can be found in his daily quiet time as he writes and contributes his thoughts in his Daily Bread devotions. Eric also enjoys his weekly dosages of networking golf and dinners.

IAN DYASON is the CEO of Claritage Consulting and the first Certified Trainer for the Clarity State™ Decision Making Programme in the world. Claritage is the sole licensee of the MIT-Sloan methodology in Asia, offering talent development through training, coaching, facilitating and consulting.

Ian has been involved in training and development for more than 10 years. He has been training using the Buzan methodologies since 2001 and counts several government organisations and ministries as well as MNCs as his Clients. These include Brunei Shell Petroleum, BP, Dell, Novartis, SIA, MINDEF, MOE, SLA, BCA, HDB, STB to name a few.

Ian has also consulted for several large MNCs in the area of strategic decision-making; dealing with issues like strategic marketing, workforce development, change management and business expansion.

Ian was a Govt of Singapore Scholar and has an MBA from the University of Leicester and a B. Eng from the National University of Singapore. His employment stints include 12 years with the Ministry of Defense, with the latter 3 years in the Joint Manpower Department dealing with strategic manpower management in operations. He also held several directorships in local companies before setting up Alpha-Numeracy Pte Ltd, the parent company for Claritage Consulting, in 1997.

MERVIN YEO is the Founding National Director of BNI Business Network Int'l Singapore, a business and professional networking organization today operating in 42 countries. He is also Mentor-Director to BNI Indonesia and co-National Director to BNI Philippines.

Mervin speaks frequently to business and marketing professionals in Singapore, Indonesia and the Philippines on Business Networking and Word of Mouth Marketing. Professionally, he provides consultancy to business owners on direct marketing and is a networking coach to aspiring entrepreneurs and graduates entering the marketplace.

Hailed a "Networking Guru" by a Straits Times writer, he had on numerous occasions been a guest on NewsRadio FM93.8 including The Living Room and Positive Business Minutes. He has also been featured in Zaobao. As a writer, Mervin has contributed dozens of articles in various print and on-line publications including The Straits Times, Your Choice, Career Guide 2002 and CEO IT. Mervin is a contributing author in the Masters of Networking, a book packed with valuable insights and personal examples from almost 90 of today's experts including Harvey Mackay, Deepak Chopra, John Naisbitt, Mark Victor Hansen and Tom Peters.

Networking Time

12:15 to 1:45pm - Networking Lunch

5:00pm to 6:00pm – Open Networking

Day/Date: Tue 30th June 2009

Time: 12:15pm to 6:00pm

Venue: DBS Auditorium, DBS Tower One, Shenton Way

Investment (includes lunch reception):

Till 15 June: \$70 / Walk-In: \$80

REGISTER TODAY!

BNI Members – Register directly with your Chapter Event Coordinator

Public – Register online at www.bni.com.sg or www.bnievents.sg or mail cheque payable to “BNI Business Icon” to 101 Upper Cross St #03-50 People’s Park Centre Singapore 058357 before 25 June 2009.

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