



SCHOOL OF TOURISM AND HOSPITALITY

- Digital Marketing for Business, Does It Work?
- Beverage Mixology Workshop
- Western Dining Etiquette Workshop

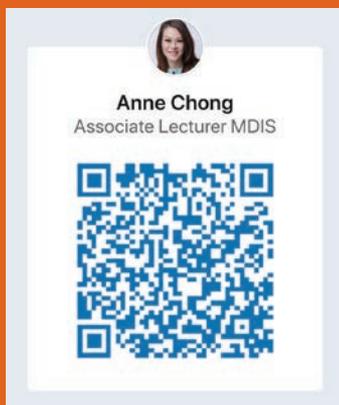
TRAINER'S PROFILE

CHONG MO-UE ANNE

A seasoned marketing professional, she co-wrote the brand DNA and was part of the pre-opening team for M Social, a Millennium Hotels and Resorts establishment, part of the larger City Developments Limited group.

During her leadership, the hotel won several firsts, including:

- Introducing the first front of house robot, AURA in 2016 (first out of USA)
- South East Asian Property Awards, Singapore and SEA Category, Winner of the Best Hotel Development 2016, Best Hotel Architectural Design 2016, Best Hotel Interior Design 2016, Best Green Development 2016



Scan for Anne's
Linkedin profile

Anne's early career was in brand building where she was instrumental in building Darphin, Smashbox Cosmetics in Singapore and Malaysia and was responsible for their transition to Estee Lauder Companies Inc.

With over 28 years as a practitioner of marketing, Anne is keen to share and help marketers make sense of what digital marketing can do for your business.

MR CLARENCE LUA

Mr Clarence Lua has been a food and beverage lecturer cum trainer since the year 2000. He has been responsible for training students in all areas of restaurant and bar service. Mr. Lua has also participated in the Dream Team challenge during the Food and Hotel Asia 2004 (FHA) event, local bartending competitions like Bacardi Grand Prix and the Annual National Cocktail Competition. Between 2015 to 2020, he has also regularly led students to top three positions in the National Cocktail Competitions (Student Category).

He has extensive experience in both restaurants and hotels, including being on the pioneer team responsible for the opening of the Grand Copthorne Waterfront Hotel where he was involved in training, management and operations of the coffee house, banquet, poolside and beverage department.

Mr. Lua holds a Bachelor of Hospitality Management from Edith Cowan University, Australia. He also successfully completed the International Bartender Association (IBA) John Whyte Elite Bartender Course in 2018.

DIGITAL MARKETING FOR BUSINESS, DOES IT WORK?

Trainer: Chong Mo-Ue Anne

COURSE SYNOPSIS

Every marketer is jumping on the digital marketing bandwagon. Does digital marketing generate the leads and conversion, yielding the profit you desire?

When does digital marketing not work for you? How are digital marketing campaigns different for various industries, products and services?

What is the impact of Covid-19 and how does it change industry trends? What marketing strategies will work, when every company is going after the same target audience: locals?

COURSE OUTLINE

- Link digital marketing with brands
- Establish what digital marketing channels you should choose to optimise profitability
- How consumer behaviour affects the effectiveness of your digital marketing campaign

COURSE BENEFITS

Who will benefit? Brand owners, marketers of SME and corporations alike.

Using a range of instructional design methodologies (e.g. brainstorming and group discussion, case study and problem solving, as well as technology-enabled learning materials), this course will be interactive and will provide information on how SMEs and corporate companies develop and execute tactical and sustainable digital marketing strategies and campaigns.

COURSE DATE

September 2020
17-18 (Thu-Fri)

BEVERAGE MIXOLOGY WORKSHOP

Trainer: Mr Clarence Lua

COURSE SYNOPSIS

By the end of this competency-based course, participants will acquire knowledge on the types of equipment, glassware and types of beverages used in mixing. Participants will also be required to demonstrate different styles of cocktails and mocktails (stir/build/shake) preparation including creative garnish preparations. Finally, participants are required to create an original concoction and accompanying garnish according to established standards.

COURSE DATE

October 2020
15 (Thu)

November 2020
10 (Tue)

WESTERN DINING ETIQUETTE WORKSHOP

Trainer: Mr Clarence Lua

COURSE SYNOPSIS

Have you ever felt unsure of yourself in social situations? Are you concerned about how to address people or how to propose a toast? How about where to seat your VIP or even which fork to use? Although having proper protocol and etiquette may go unnoticed, its absence will be duly noted.

Life is more pleasurable and easier when we know what to expect from other people, what they expect from us and how to respond in an appropriate way. Through this experiential workshop, participants will learn how to handle casual to formal dining situations with grace and ease by experiencing and learning the art of dining etiquette, in a real restaurant setting.

Participants will learn how to handle all types of crockery and cutlery at casual and formal gatherings and how to handle difficult foods without embarrassment. Whether you are in charge of a social occasion or attending one, you can be a gracious host and an appreciative guest.

COURSE DATE

December 2020
10 (Thu)