

FOR IMMEDIATE RELEASE

Engage modern women through their need for community

Women are open to communicating with brands at an intimate level, if you do it the right way

SINGAPORE, Oct 22, 2010 – For decades, marketers have known that women are the next powerful segment to target, and they have not been proven wrong. The 21st century modern woman has evolved into someone sophisticated, confident and savvy, and more importantly, she is experiencing an exponential increase in her purchasing power. Yet, for all the monumental development and progress that society has witnessed in the female's social standing, the female psyche remains essentially the same – she has, as always, an innate need to communicate and connect with others.

Marketers need to realise the value that women place on collaboration and community, and grasp the know-how of communicating with the right brand messages. Lisa Watson, Chairman of the Direct Marketing Association of Singapore and the Founder and Managing Director of Ibis Intelligence Services, shares, "The magic ingredient of engagement is relevance – in terms of timing, message and channel of communication. Relevance is highly personal and individualised, so it's more important than ever that marketers not assume all women in Asia today are the same!"

Even as traditional marketing tools such as magazine advertisements and celebrity endorsements have a strong foothold in marketing to women today, there is also a need for marketers to work across the social media space to engage the women. Women have a growing presence across the social media landscape as it serves as a synergised platform that can meet their needs from product and service information to social connection, and even shopping. Nikolaus Ong, Digital Strategist at MRM Worldwide says, "Successful engagement programmes through the social web will only happen when there is a value of exchange, a.k.a. social currency, demonstrated, and guess what? It's got to be on the terms of the ladies, not us."

Integrating traditional and new media marketing methods is integral in engaging the modern woman and building a long-lasting relationship with her, that will inevitably lead to increased brand loyalty and an additional evangelist of your brand. The latest and best practices of marketing to the modern woman will be addressed in a conference held in Singapore in November this year. Some of the key highlights of the conference include segmenting the Asian female market, building relationships with the female PMEBS, shopper marketing and luxury marketing among others. These will be shared by speakers including Nic Hall, Director Client Service Insight of TNS, Anand A Vathiyar, Managing Director of UP BrandBuzz and Alexandre Olmedo, Co-Founder and CEO of Eyeka Asia Pacific. Irene Lim, Senior Vice President of MediaCorp, will be rounding up the conference with an interactive panel discussion discussing the impact and integration of social media and traditional media marketing with women.

Conference Details:

Title: Marketing to Modern Women Conference
Date & Venue: 29 – 30 November 2010, Grand Copthorne Waterfront Hotel, Singapore

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About Pacific Conferences

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