



- ▶ how to have a contest promotion that works? (contest management)

This workshop will give participants a first hand insight of what it takes to execute and manage a successful contest promotion.

Objectives:

Upon completion of this course, participants will:

- what are the rules and regulations of running a contest in Malaysia.
- how various contest mechanisms work and what are their pros and cons.
- what are the factors to have a successful contest.
- how to maximise result from a contest.
- how to monitor and analyse contest results.

Date of Commencement: 5, 7, 12 & 14 Sep 2011

Duration: 4 evening sessions

Time: 7.00pm – 9.30pm

Venue: IACT College

Fees: RM350 per participant

HRDF Training Grant: SBL



Contents:

- Introduction to Contest Promotion in Malaysia
- Objectives of Contest Promotion
- Types of contest mechanisms in Malaysia
- Online & SMS Contest Management
- Insured contest mechanism
- Factors to a successful contest
- Budgeting for a Contest Promotion
- Monitoring, tracking results and analysing contest results
- Post contest
- Contest Mechanisms around the world

Suitable for Event Planners and Executives, PR Executives, Advertising & Promotion Executives, Account Executives