

DIGITAL TRANSFORMATION EMERGING TECHNOLOGY SYNTHESIS

Rise above the crisis & learn from Asia's renowned industry practitioner cum serial digital entrepreneur with over 23 years of field experience to re-innovate, re-adapt & digitally transform your business in the 21st century!



COURSE SYNOPSIS

In the modern era, our society is primarily empowered by technology, and digital technology is rapidly transforming industries around the world, in finance, automotive, hospitality and much more.

It is time for Singapore businesses to evolve digitally and to catch up with the global trend. To embrace digital transformation is no longer an option for businesses big or small - not just to remain competitive, but to be compliant with the ever-evolving government regulations and business requirements is essential for winning project tenders.

This course will educate the participants on what is happening around the world with regards to technology evolution, the impact on business organizations and what needs to be done in order to bridge the gaps to reach their digital vision.

PROGRAMME HIGHLIGHTS

- Research and evaluation of emerging technologies
- Evaluate the use of different types of emerging technology platforms
- Emerging technologies to address challenges
- Evaluate emerging technology process improvement and flows



LEARNING OUTCOMES

- Evaluate the strengths and weaknesses of major social media platforms to determine the social media outreach strategies
- Develop result-oriented social media marketing plan with proven framework
- Develop in-depth and insightful buyer personas for social media content creation
- Design conversion-proven lead generation strategies
- Social media analytics for conversion optimization
- Master social media marketing competitive Intelligence research

WHO SHOULD TAKE THIS COURSE?

- Founders and Managing Directors
- CEOs, CIOs and CTOs
- Managers
- Supervisors
- Executives

COURSE DETAILS

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COURSE DURATION: 16 HOURS

FULL COURSE FEES: \$800 (excl. GST)

	SELF- SPONSORED	SME	NON-SME
Singapore Citizens (Below 40y/o)	\$456.00 (Incl. GST)	\$296.00 (Incl. GST)	\$456.00 (Incl. GST)
Singapore Citizens (40y/o and Above)	\$296.00 (Incl. GST)	\$296.00 (Incl. GST)	\$296.00 (Incl. GST)
PR/LTVP+ (All Ages)	\$456.00 (Incl. GST)	\$296.00 (Incl. GST)	\$456.00 (Incl. GST)
SkillsFuture Enterprise Credit	N.A	Eligible companies can enrol	Eligible companies can enrol
Absentee Payroll	N.A	Fixed at \$4.50/Hour	Fixed at \$4.50/Hour

- Companies that are eligible for SkillsFuture Enterprise Credit can cover up to 90% (Capped at \$10,000)
- Trainees are eligible for Absentee Payroll fixed at SGD4.50 per hour (Capped at SGD100,000 per year per enterprise)
- SkillsFuture Credit Claimable for Singaporeans aged 25 & above

