




Webinar Registration for Retailers under Singapore E-Commerce Programme and Digital Marketing Programme¹

Retailers who apply for the additional manpower support under the **Singapore E-Commerce Programme** or the **Digital Marketing Programme** from 24 August 2020 onwards are required to attend **only one** training webinar to qualify for the additional manpower funding support². This compulsory webinar will run from September 2020 to June 2021. The webinar will provide an understanding of the various manpower training initiatives available to support retailers in their manpower upgrading plans. These webinars are also open to the public. Please refer to the webinar schedule and registration details below.

Session	Topic & Speaker	Synopsis	Registration Details
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<p>5 May 2021, Wednesday, 2pm – 3.15pm</p>	<p>Empowering Retail Business through Digitalization by Ngee Ann Polytechnic (NP)</p> <p>Mr. Yap Heng Kiong Senior Manager, School of Business & Accountancy</p> <p>Ms. Phang Cheng Mun Senior Lecturer, School of Business & Accountancy</p>	<p>Digital businesses are now beginning to crowd out traditional businesses. For example, traditional retail is increasingly being threatened by eCommerce. New retail has emerged, characterised by pervasive use of technologies enabling cashless payments and man-less stores, radically changing store monitoring (e.g. through facial recognition) and displays, facilitating new buying patterns and behaviours, and giving rise to new and positive experiences.</p> <p>Attend this webinar to find out how retailers can enhance their employees’ capabilities and productivity through training to support plans for digital transformation. For example, the “Digital Analytics for Marketing” course, which is supported by the Enhanced Training Support Package, enable retailers to learn and apply data analytics & insights, and to convert them into more targeted and result-oriented marketing strategies. Participants will also apply Search Engine Marketing (SEM) to promote websites by increasing the visibility in search engine result pages (SERPs) through the use of search engine optimization (SEO), paid placement and contextual advertising.</p> <p>Through this webinar, retailers can also find out more about our group of students from the Business Digitalization Track, who will be equipped with specific digital knowledge and skills, to be</p>	<p>Registration link: https://form.gov.sg/605d76865880a70012979fa0</p>  <p>Please contact Dr. Teoh Kim Tat TEOH_Kim_Tat@np.edu.sg from Ngee Ann Polytechnic if you have any queries</p>

¹ **The application deadline for the Digital Marketing Programme has closed on 30 September 2020**, but retailers who are on board the programme and have applied for the manpower support from 24 August to 30 September 2020 will need to attend the training webinar.

² Companies on board the Multichannel E-Commerce Platform (MEP) Programme are not required to attend the training webinar to qualify for additional manpower support.

		<p>change agents to facilitate and manage digitalisation efforts in retail businesses.</p> <p>Partner with Ngee Ann Polytechnic to engage our young talents from the Business Digitalisation Track to contribute to the business digitalisation efforts of retailers where our students are expected to play a pivotal role in the initiation and completion of various retail business digitalization projects.</p>	
<p>16 Jun 2021, 10:00am-11:15am</p>	<p>Reboot Your Business for Future-Readiness!</p> <p>Ms. Pamela Loy Senior Lecturer, School of Infocomm Technology</p> <p>Mr. Edwin Tan Project Lead, SkillsFuture Innovation Unit, CET Academy</p>	<p>The onset and impact of the COVID-19 pandemic has been nothing but unprecedented and lasting to both our economy and society. With many businesses, small and big, badly hit in the retail sector especially those with physical shop front, companies have pivoted to online retail and e-commerce operations within months and many are still in the midst of transforming to survive in the new normal of our retail landscape.</p> <p>Come join us in this webinar to explore these two unique programs, innovative yet essential for the next phase of rebound for your retail businesses.</p> <p>DIGITAL REBOOT FOR RETAILERS! Want to reboot the way you run your business?</p> <p>Learn how to digitally transform the way you work in 3 days. The program features an Implementation Phase where companies receive guidance on ways to implement the newly learnt skills at the workplace.</p> <p>Key areas covered:</p> <ol style="list-style-type: none"> 1. What is the SME Digital Reboot program? 2. What are the tracks offered? 3. How does it benefit me in my workplace? <p>INNOVATIONS THROUGH HUMAN-CENTERED DESIGN (HCD) Heard the hype about Design Thinking (also commonly known as HCD) recently but haven't had time to explore its impacts?</p>	<p>Registration link: https://form.gov.sg/6087dcd57be16c0012b40cf5</p> <div style="text-align: center;">   </div> <p>Please contact Mr. Clement Ang CLEMENT_Ang@np.edu.sg at Ngee Ann Polytechnic if you have any queries.</p>

		<p>Take some time out to discover how HCD could help you unlock even more innovation and effectiveness in your business and teams!</p> <p>Key areas covered:</p> <ol style="list-style-type: none">1. What is HCD and why is it necessary in today's workplace?2. What does HCD look like when applied in the workplace, and what are its impacts? <p>How to cut through the clutter and implement a globally renowned HCD system in your workplace?</p>	
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