



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. 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
24 th February 2021, Wednesday 10am to 11.15am	Leveraging on Government Initiatives to Keep your Workforce Skills up-to-date with Continuing Education by Temasek Polytechnic.	Thinking of upgrading your skills or the skills of your workforce, and how to do it in the most economical way? Join us for this webinar to learn how you can take advantage of government assistance and subsidies to upskill in the midst of this global pandemic. Representatives from Temasek Polytechnic will outline and explain the various schemes that you or your company can benefit from while upskilling.	Registration link: https://form.gov.sg/5ff58756402ef80011c8c691 
18 th March 2021, Thursday 2pm to 3.15pm	New Perspectives on Disruption & Transformation by Singapore Institute of Retail Studies (SIRS)	<p>We all know that digital technology is transforming the future of work – and enterprises are adopting new technology to help adapt quickly in times of adversity.</p> <p>The ability to be agile, flexible, and resilient is top of mind for retailers – but approaching digital transformation and measuring its success isn't easy when the future is uncertain.</p> <p>During this webinar, SIRS will share viable pathways to transformation – along with the disruptive changes you may face along the way. Learn what's driving digital transformation and how flexible organisations can thrive, no matter what.</p>	Registration link: https://bit.ly/3oYSB4I  Please contact Ms Low Lee Keng upskill@sirs.edu.sg

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.

		Singapore Institute of Retail Studies (SIRS) will also be sharing course overviews of our new programs, such as Alibaba Global Course Series, Cognitive AI Intelligent Business Workshop, Digital Mentorship programs and WSQ Diplomas on Digital Commerce and Digital Content Marketing.	
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