Tips and Tricks to Fire Up Your Marketing under Personal Data Protection Act (PDPA)

Join us at this 2-day workshop that helps you stay at the right side of the law, manage risks related to PDPA with a better understanding of what it is, and apply good marketing practices and processes. This course will equip you with the necessary tools to operate more effectively yet remain compliant to PDPA.

**Key Takeaways**

1. Know the law & how it impacts typical marketing activities
2. Understand the risk profile of your marketing
3. Data – Consent – Permission: Know the difference & empower your marketing
4. Typical marketing scenarios & how to continue doing them under PDPA

At this workshop, you’ll be introduced to a simple compliance and risk assessment framework, examples of how this can be incorporated into existing marketing processes like campaign briefs, and how the framework can help to assess actual marketing campaigns.

**Marketing in the Age of Consent Workshop**

NTUC Members: $799 | Public: $899  
(inclusive of lunch & a tea break)

23 & 24 Mar 2016 (Wed & Thu) • 9am – 5pm  
NTUC Centre, One Marina Boulevard, Level 10

For enquiries and registration,
email to ntuc@dmas.org

Especially for NTUC Members:  
Register before 15 Mar 2016 & Enjoy $100 OFF!