

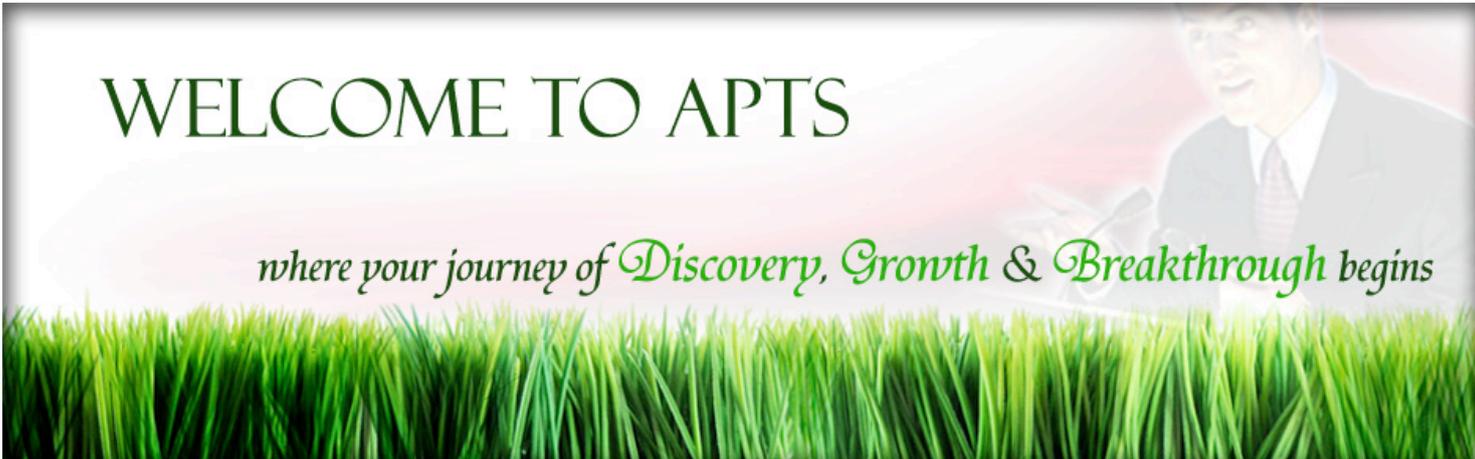


Association of Professional Trainers
SINGAPORE



WELCOME TO APTS

where your journey of Discovery, Growth & Breakthrough begins



SYNOPSIS

Strong relationships with the right people are a cornerstone of career and business success. Intentional and strategic networking begins with knowledge sharing, information exchange and collaborations. With the right mindset, attitude and action steps, you can progressively convert contacts into connections and referral opportunities for yourself, your clients and your alliances. Networking is a marketing activity, which emphasises long-term, mutually-beneficial relationships.

Through his talk, Mervin will:

- debunk networking myths which may have stifled your growth potential
- help you value the role and importance of networking for your business
- reveal your networking circles of relationships that exists around you
- suggest how to integrate networking into your marketing plan

Titans of the business world agree that networking is not a luxury for the few but a necessity for everyone. In essence, networking is about developing a network of relationships beyond a network of contacts.

SPEAKER

A serial entrepreneur since 1996, Mervin has co-owned numerous businesses like employment, publishing, business consulting and social enterprise. He sits on several advisory boards including a next-generation integrated venture capital firm. Under his 13-year leadership as the Singapore National Director of the world's largest networking organisation specialising in referrals, members passed referrals which generated an annual average of USD20 million worth of business for each other.



Over the last 16 years, through his speaking, consulting and training programmes, Mervin has shown over ten thousand business owners and marketing professionals in Singapore, Indonesia, Malaysia and the Philippines a systematic and effective approach to referral marketing. Hailed a "Networking Guru" by a Straits Times reporter, he has been on NewsRadio 93.8 including The Living Room and Positive Business Minutes and was featured in Zaobao and SME Magazine.

A contributing author in the New York Times best-seller Masters of Networking, he is consulted by leaders of networking organisations. A Certified Behavioural and Career Consultant, he is co-author of Turning Ideas Into Profit, and author of Purposeful Networking For Introverts as well as I Can Connect – An Introvert's Handbook To Stress-Free Networking."