Ref No: MBER 045/260310/02W

Attn: SBF Members

SINGAPORE BUSINESS FEDERATION
Apex Business Chamber

10 Hoe Chiang Road
#22-01 Keppel Towers
Singapore 089315
Tel: 6827 6828/ 877
Email: participate@sbf.org.sg

Seminar on Improving Productivity
1) Bridging Sales & Finance Department/Credit Management
2) Business Process Management (BPM)

Date: **Fri, 26 March 2010** Time: **1.30pm–5.00pm** Venue: **SBF Seminar Room 1** *(22nd Level, Keppel Towers)*
Fee per pax *(incl 7% GST)*: **S$ 90 (SBF/ SACM/WFMC Member)** **S$ 180 (Non-Member)**

This seminar is designed to help sales and finance personnel better understand each other's roles and responsibilities, appreciate the processes and resulting in a more productive workforce which is a "win-win" for all.

Improving productivity by training our staff to be highly skilled across all disciplines is also part of the recommendations from the Economic Strategies Committee's (ESC) for Singapore businesses' to have long term sustainable growth. PM Lee Hsien Loong is convinced that *"the right investment, training and organisation, the target of 2 to 3 per cent annual productivity growth over the next decade can be met." -The Straits Times, Feb 16, 2010.*

Productivity is also about quick conversion of sales/credit to cash. When Sales and Accounts/Credit departments are operating in silos it will inadvertently create gaps in the process of converting sales to cash. Very often companies lose thousands of dollars in bad debts and lose good customers because of this and it is further aggravated when there are no policies and processes to facilitate cooperation between these departments. Given that businesses are geared up to grow and expand with the optimistic economic outlook, businesses should seriously look into training their staff to help them improve their cash flow.

Target Audience - Entrepreneurs, General Managers, Finance Managers/Executives, Credit Controllers/ Executives/Analysts and Sales Managers/Executives

Programme*

1.30pm	-Registration		
2.00pm	-Productivity in Perspective	3.30pm	-Understand the Business Process with 'Value" in Mind
2.15pm	-Cash is King but is Credit the Way to Go?		-Revisit the 3 pillars of importance within- People, Systems (Methods and Technology) & Process
	-Importance of Good Customers		-Bridge Sales and Credit Management Processes
	-Information to Make Quality Decisions with an Intelligent Work force	4.30pm	-Q&A
	-Making Team Work, Work	5.00pm	-End of Programme
3.00pm	-Tea Break		

**Information is correct at time of print.*

Mr Ken Loke, The Workflow Management Coalition (WfMC) Chairperson for Singapore & Malaysia & Business Solutions & Director of Bizmann System (S) Pte Ltd

He has close to 2 decades of vast experience and success in IT solutions, positioning and development. He is among the pioneers in Asia to introduce computer aided designing, documents management, image capturing and workflow solutions in the early 90s. His strong understanding and in-depth knowledge of business process management leveraging IT and digital technology are his key strengths in introducing business process management solutions.

Ken is an active speaker in seminars, workshops and lectures within Asia & has been delivering lectures at ISS, NUS on the subject of BPM implementations since 2004.

Mr Roland Teo, Deputy Director of Singapore Business Federation (SBF), Board Member & Certified Credit Manager *(CCM)* of Singapore Association of Credit Management (SACM).

Roland has held key positions for more than 15 years in medium and large corporations of multi-industry environment with businesses in Asia, India and the Middle East. He specializes in Process Re -engineering, Credit, Risk and Business Continuity Management.

He is responsible for the development of Credit & Risk Management programmes and is a key personnel for the National Business Continuity Management Programme in SBF.

Supported by:

Administrative Details:

- **Please fax this registration form to reserve a seat, followed by mail copy of this form and a cheque to SBF** (10 Hoe Chiang Road, #22-01 Keppel Towers, Singapore 089315)**.** Cheque should be made payable to "**Singapore Business Federation**". Please indicate the Ref No. and company's name, participant's name at the back of the cheque.
- Registration is on a first-come first-served basis. No cancellation will be allowed upon registration, but attendance by a replacement delegate from your company is allowed. We regret that no refund will be made for cancellation and non-attendance.
- Confirmation of your registration will be emailed to your company upon receipt of full payment.

NOTE: As a precautionary measure, our advice is for members who are unwell not to attend the session.

Ref No: MBER 045/260310/02W
REGISTRATION FORM - Attn: MR Dept/Celest (Closing date: 25 March 2010)
Fax: 67340610 / 68276801

Name (Mr/Ms): _____ Desgn: _____

Tel: _____ Hp: _____ Fax: _____

Email: _____

Company: _____

SBF/SACM/WFMC Mbrship No: _____

Address (For Non-Mbr): _____

For Official Use: (SCC)

Serial No: