

Lunch with,



Institute of
Public Relations
of Singapore

THE NEW PAPER

Hear it straight from the panel of editors

Dominic Nathan, Editor. Melvin Singh, Deputy Editor.
S. Murali, Sports Editor. JeanMarie Tan, Show Editor.
& Ken Jalleh Junior, Creative Director.

and find out...

Why The New Paper are the way they are:
News. Emotion. Wow.

What they're all about and their 3-D DNA:
Delicious detail. Delightfully vibrant. Different.

How you can help them to help yourselves:
The 4 T's that cloud your message,

Attention Span. Time. Multi-Tasking Young. YouTube Generation.

Date: Thursday, 8 March 2012 ♦ **Time:** 12pm – 2pm

Venue: Seminar Room 5.2, Level 5, School of Economics/Social Sciences, Singapore Management University

Price: \$50 (Members) & \$70 (Non-Members) ♦ **CPE:** 3 Points

To register email: lunchtalk@iprs.org.sg by **Thurs, 1 Mar 2012**

Kindly indicate Participant's Name, Designation, Company, Contact no., Billing Address, Billing Person Contact & IPRS Membership No. (if applicable). Please note cancellation charges apply. To guarantee your seats, interbank transfer or cheque payment must be made before the event at the reception table.

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