

nanyang polytechnic

# LIFELONG LEARNING

#becausewecan

sales

**Optimising Sales Profit with  
Effective Management of  
Event and Roadshow**

## What will you learn?

Undisputedly, frequenting retail & travel events and roadshows not only guides purchase decisions but has also become part of the lifestyle for many consumers. Effective management of event and roadshow optimises sales profit and enhances customer satisfaction. This course covers key components in planning and implementing sales-related events that optimise sales revenue without compromising brand equity.

Duration: **1 day** | Time: **9am - 5pm** | Mode of Learning: **Online via Zoom**

## Who should attend?

Coordination and Reservations Executives and Managers seeking to deepen or broaden their skills in this area.

## How much will it cost?

	Course Fees (incl. GST)
Foreigners (unsubsidised)	\$224.70
SC <40yrs old (after funding)	\$67.41
PR (after funding)	\$67.41
SC ≥40yrs old (after funding)	\$25.41
SC employed by SME (after funding)	\$25.41

SC: Singapore Citizen | PR: Permanent Resident | SME: Small Medium Enterprise

### Information to Note:

All Singaporeans aged 25 and above can use their SkillsFuture Credit from the government to pay a wide range of approved skills-related courses. Visit MySkillsFuture Portal ([www.skillsfuture.sg](http://www.skillsfuture.sg)) to view the courses available and access your SkillsFuture Credit. Fees are inclusive of GST. Terms and conditions apply.

### Apply Now



[www.nyp.edu.sg/schools/sbm/lifelong-learning.html?id=skillsfuture-shortcourses](http://www.nyp.edu.sg/schools/sbm/lifelong-learning.html?id=skillsfuture-shortcourses)

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