

A SHARING SESSION WITH MEDIA PRIMA

Omnia



Roche Chew

Sales Director,
Media Prima Omnia

**IMC
PROFESSIONAL
TALK SERIES**

SCHOOL OF COMMUNICATION

CONTENTS

Part A

- Who is Media Prima?
- Our brands
- Our audiences
- Our success stories

Part B

- Birth of OMNIA
- What is Omnia ? and Why Omnia
- SWOT Analysis
- Categories of Client / Sales Team
- Sales Strategy
- Assessing the result
- Characteristics of a good and effective sales agents
- Q&A



SCAN HERE

<https://bit.ly/Omnia2022>

29 JUNE 2022 | WEDNESDAY | 8.00PM- 10.00PM