

## Annex B: Media Factsheet on Digital Marketing Place-and-Train Programme

Under the Adapt and Grow initiative, the Digital Marketing Place-and-Train Programme is developed by Workforce Singapore (WSG) in partnership with Nanyang Polytechnic's School of Business Management to help employers in the tourism sectors train and upskill existing workers to take on digital roles as the business undergoes digitalisation.

Amidst changing customer behaviour and expectations, companies in the MICE, Attractions and Tour and Travel (MAT) sectors are increasingly expected to build digital presence and to provide customised services and outreach through e-commerce channels. As companies gear up and adopt new operating formats, they will need their workers to understand and be able to manage and sustain the e-commerce side of the business. To assume these new digital roles, the workers will need to be reskilled accordingly.

The four-month programme, which comprises both structured classroom training and an applied learning project, equips workers with new digital marketing, content curation and web analytics skills, allowing them to assume new roles to value add to their employers' needs for digitalisation.

### Funding Support

<b>Course fees</b>	\$2,835.50 (inclusive of GST, before course fee subsidy) <ul style="list-style-type: none"> <li>• \$850.65 (after 70% course fee subsidy)</li> <li>• \$283.55 (after 90% enhanced course fee subsidy for Rank-and-File workers or workers aged 40 and above)</li> </ul>
<b>Salary support</b>	4 months, based on the following rates: <ul style="list-style-type: none"> <li>• Up to 70%</li> <li>• Up to 90% enhanced funding for workers aged 40 and above</li> </ul>

### Eligibility Criteria

All participating companies in the MICE, Attractions and Tour & Travel sectors must fulfil the following criteria:

- Registered or incorporated in Singapore
- Committed to work with WSG and Nanyang Polytechnic on the necessary administrative matters related to the programme
- Committed to reskilling and training arrangements

Existing workers onboard the programme must fulfil the following criteria:

- Singapore Citizen or Permanent Resident who are minimally 21 years old
- Currently not in digital marketing roles
- Not a shareholder of the company

### Contact Details

Information about the programme is available at [www.nyp.edu.sg/digital-marketing-pnt](http://www.nyp.edu.sg/digital-marketing-pnt). For more details on the programme run by Nanyang Polytechnic, please contact Mr Adrian Chan ([adrian\\_chan@nyp.edu.sg](mailto:adrian_chan@nyp.edu.sg)) and Ms Irene Ong ([irene\\_ong@nyp.edu.sg](mailto:irene_ong@nyp.edu.sg)).