



Media Release

Global Marketeers Invited To Share Their Socio-Transformation Stories & Win All Access Pass To World Marketing Summit Malaysia 2013

Kuala Lumpur, July 17, 2013: The [World Marketing Summit Malaysia 2013 \(WMSM2013\)](#) which will take place in Kuala Lumpur, Malaysia from September 28th to 30th, is a platform designed for the sharing of actual case studies of campaigns that have been successfully implemented as opposed to just theoretical ideation. The topic on the table is how to tackle the [United Nations' 8 Millennium Development Goals](#).

Speaking about the summit, Dr. Marceline Lemarie, Chairperson of WMS Malaysia 2013 said, "The feedback from the delegates and speaker panel shows an overwhelming support for our efforts to increase dialogue and sharing of real implementation. For this reason, we have chosen to enhance our efforts to deliver these real examples of how companies can make a difference, by introducing a contest of sorts, with 10 winners receiving all access passes to the WMSM2013 and winning entries published in the Summit Program"

Participating in the WMSM2013 sharing exercise is easy. Participants need only provide a synopsis of no more than 400 words, showcasing their successful implementation of a campaign that has helped deliver socio-transformation in any of the 8 Millennium Development Goals areas of poverty eradication, primary education, gender equality, child mortality, maternal health, combating disease, environmental sustainability or global partnerships for development. The submissions should follow 'Scenario', 'Initiative' and 'Outcome' and should be submitted to info@wmsmalaysia.org by July 31, 2013 with the subject "Socio-Transformation Entry". All entries will also be posted on WMSM2013's Facebook page as another form of sharing.

"There are so many successful socio-transformation initiatives that have been implemented that companies and countries should be proud of and it is these stories we must share so that we can all understand, absorb and take back to our own respective countries and implement, that's how real change will be delivered and the 8 Millennium Development Goals attained."

For more information or to register for the Summit, visit <http://wmsmalaysia.org/>. Like us and keep up with us on Facebook at: <http://www.facebook.com/WMS2013> Follow us on twitter too: [@WMSMalaysia2013](#)



About World Marketing Summit Malaysia 2013

The World Marketing Summit Malaysia 2013 (WMSM 2013) aims to revolutionise the way we think, live and act as an INDIVIDUAL and within our COMMUNITY, NATION and in the GLOBAL context. It is a global marketing collaboration that aims to redefine the future of marketing by creating new development approaches through marketing.

The Summit is a legacy of the World's most influential marketing guru Professor Dr. Philip Kotler, with the vision that it will be an annual gathering of thinkers, social activists, corporate captains - agents of social change from developed and developing countries working in concert to address and devise actionable solutions with measurable objectives.

PARTNERS – who will walk the talk. PEOPLE – who share the vision to create "A Better World Through Marketing". REACHING OUT – to make a REAL DIFFERENCE.

WMSM 2013 plays an important role in guiding the future of marketing in embracing the human mind, heart and spirit and at its heart lies the all-important.

The World Marketing Summit works to create global shifts in human behaviour through marketing strategies that impact society and our lives.

The Summit in 2013 will be held from 28th to 30th September 2013 at the renowned Putrajaya International Convention Centre and is expected to draw up to 2,500 delegates and a stellar list of marketing world leaders. More information about the Summit can be found at www.wmsmalaysia.org

Issued on behalf of World Marketing Summit (Malaysia) Sdn. Bhd. by Edelman PR Worldwide Sdn Bhd.

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