



Vol 2. Issue 235

SOCIUM

Your Corporate Communication Partner

SOCIAL MEDIA

Do I really need them?
What are the latest trends
to take note of for this year?

COMMUNICATIONS THAT MATTER

"Marketing communications and advertising can bring you sales in peacetime, but good corporate communication and reputation bring you survival in crises."

- Kevin Kok-Yew Tan, SOCIUM CONSULTANCY



We believe in partnering businesses for their success.

We are a Corporate Communication-as-a-Service (CCaaS) provider that focuses on communication consultancy and services for the under-served small and medium enterprises across industries.

Your business reputation is important as it helps you weather the greatest storms. We are your reputation specialists in branding, content strategies, media management, market research, strategic communications training, and conventional public relations.

We are your corporate communication partner.



We are here to support you every step of your journey

VISION . MISSION. PROMISE

As your corporate communication partner, we think for you and as you. We dig deep to understand your company so we can embody your brand, highlight your persona, reach your audience, foster trust on your behalf.

Our promise is to be there for you so that your brand can be there for your stakeholders when and where they need you.

OUR TEAM



Kevin Tan
Founder and CEO

With more than a decade of experience in communications, Kevin started his career in the public service dealing with media relations. Besides being a well-published communications scholar and adjunct lecturer in local universities, Kevin had also led media management teams in national and international crises. As a digital communication strategist, Kevin has helped various businesses advance their standing through digital branding and marketing.



Kenneth Chia
Content Strategy Consultant

Kenneth has 13 years of experience in copywriting, creative strategising and campaign design. Applying his marketing skills and creative thinking, Kenneth has helped to create successful campaigns for the likes of DBS, Heineken, Lego, McDonald's, and Samsung. On top of having his work featured on CNN, Kenneth represented Singapore at the world's largest advertising festival - Cannes Lions International Festival of Creativity - in France.



Jerena Ng
Editorial Consultant

Jerena has clocked in two decades in publishing, including stints at Singapore Press Holdings and MediaCorp Publishing. She continues to explore areas beyond the industry because she likes to think that the way forward is what Abraham Lincoln advised: "The best way to predict your future is to create it".



Dr Claire Tan
Branding Consultant

Claire is a branding and communications professional with more than two decades of experience traversing government, corporate, academe, and non-profit. Some of Claire's notable appointments across the public and private sectors include Director of the Singapore (SG) Brand Office at the Ministry of Communications and Information (MCI) and Senior Vice-President at Lazada's Regional Office in Singapore.

OUR SERVICES

Corporate Communication Consultancy
Strategic Media Management
Communication Training
Digital Branding
Creatives



CORPORATE COMMUNICATION CONSULTANCY

Effective communication is critical. It is through your communication activities and how coordinated they are that your customers will learn about what makes you unique. Consistency, coherence, relevancy, and impact are what we help you achieve for your organisation and its reputation.

STRATEGIC MEDIA MANAGEMENT

Being the face of the company, you may often be required to face the media. Backed by years of experience, Socium can help media-facing individuals anticipate media behaviors, avoid common traps, while confidently delivering their message.





COMMUNICATION TRAINING

Communication training will help your company establish your message and maintain its consistency through all levels in the organisation so your stakeholders will know what your brand and values stand for.

Socium's team of communications consultants from both practice and academia will equip you with the necessary skills to achieve this across every level in your company.

DIGITAL BRANDING

Your company's brand is your company image. It is how your past, current, and potential customers view you and your products and services. With social media's global penetration rate growing exponentially, your digital branding is more important than before.



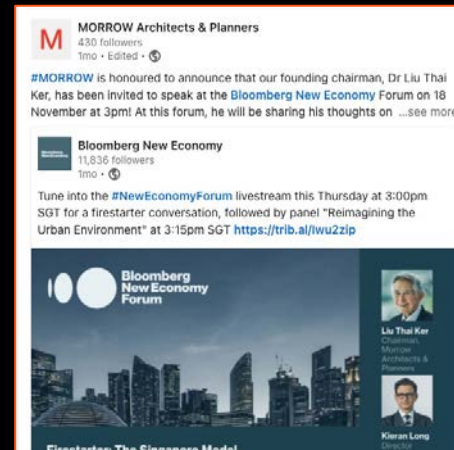
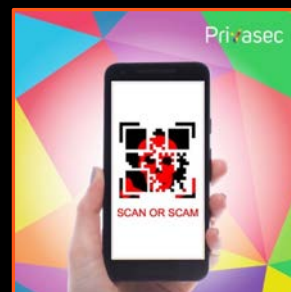


CREATIVES

We don't just write and talk here. We create impactful visuals and experience for your stakeholders through our creatives. From digital app design, website, logos, style guides, graphics and social media postcards, you've got your style covered with us. Socium provides conception to completion to help your business stand out.

OUR WORKS

SOCIAL MEDIA CONTENT



RIDING THE DIGITAL SKIES

Privasec INTERNATIONAL DAY SUMMIT 2020

WHERE LEADERS MEET ACROSS VIRTUAL BORDERS TO LEARN CYBER RISK BEST PRACTICES

[#1: FINANCIAL SERVICES + HEALTH SECTOR + BUSINESSES]

KEYNOTE [#2: TRANSPORT + LOGISTICS + CRITICAL INFRA]

[#3: THREAT INTEL + MALWARE + EDUCATION + GOVERNMENT]

[#4: BIOMETRIC IDENTITY + AI ETHICS + LEGAL]

22ND OCT 2020
12.30PM - 5.30PM AEDT |
9.30AM - 2.30PM SGT
#PRIVACON2020

ICG71, ASACA, AWS, SOCIETY, SOCIUM, Smart Nation, etc.

itnews

Are you a small or mid-sized business owner?

Toll Group still mopping up after ransomware attacks

By Ry Crozier Oct 23 2020 7:00AM

Lessons provide some post-mortem hints.

Toll Group is still mopping up more than nine months after an encounter with ransomware in late January, with the security executive in charge of recovery describing the "very, very long tail from a cyber incident" that victims get caught in.

Global head of IT, IT security and governance Diana Peh said 2020 "has been a very forgettable year", though she and Toll had taken plenty away from two separate ransomware infections experienced months apart.

The logistics giant was first hit by **Malto ransomware** at the end of January, which took six weeks to recover from.

It then suffered a **second attack in early May** that used the Nefilim malware and was similarly devastating.

"265 days ago, and one day before I actually started my new role in IT security, I faced into a large scale ransomware attack, which impacted my company, which is a very global organisation," Melbourne-based Peh told Privasec's Privacon 2020 summit yesterday.

"And 94 days later, I went through a second cyber attack, on a global scale again, and arguably more sophisticated."

At the end of July, Peh led the announcement of a **one year "accelerated cyber resilience program"** run by a rebuilt security team split across two countries.

The following month, Toll landed the services of former Telstra Asia Pacific CISO Berin Lautenbach, who will now run the information security function globally.

Invest with Fast Direct Execution

Open an Account

I RUN FOR HOPE

WIN DATES: 9 - 10 OCT 2021

All proceeds go towards supporting youth mental health programmes organised by QLIMITLESS

Run Type	Distance	Fee	Prize
Individual	5 KM	\$20	\$25
Individual	10 KM	\$30	\$35
Group	10 KM	\$90	\$100

1. RUN
2. UPLOAD PROOF
3. GET MEDAL

WATERCLASS DATES: 11 - 15 OCT 2021

SCAN THE QR CODE TO SIGN UP!

www.limitless.sg/run

food leh!

I want...

da bao delivery

choose dabao or delivery

Call the muller men | Call up local FaB

Connect with us: Facebook, Instagram, WhatsApp, Telegram

We have 592 listings. Help us reach 800! Go to Create view to add a listing for your favourite hawkers!

跨国企业及大学生伸援手 各界创建订餐平台助餐饮业渡难关

BY 邓晓颖 (LAWRENCE DENG)

23 APR 2020 - 03:30

新创建平台旨在帮助受病毒阻断措施影响的本地餐饮业者和国人。业者可免费上载联络资料和菜单等，协助业者走入数码世界，留住熟客也吸引新客源。

从跨国企业至大学生，各界纷纷伸出援手，创建平台供餐饮业者免费上载联络资料和菜单等，协助业者走入数码世界，留住熟客也吸引新客源。

相关报道

FINANCIAL REVIEW

PLATINUM 70 YEARS

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Street Talk

New cyber consultancy Sekuro assembles IPO team

Anthony Macdonald, Yolanda Redrup and Kanika Soond

Oct 24, 2021 - 9:32pm

New cyber security consultancy Sekuro, formed through the merger of Privasec, Solista, CXO Security and Navix, is one of the first companies to get its ducks in a row and appoint a team of advisors ahead of a planned 2022 float on the ASX.

Sekuro's leadership team comprises the founders of the four separate companies that are merging to form it.

The combined company, which has a workforce of around 90 and annual

刘太格：不像服装潮流可随意扔掉 城市建设不可能因疫情说改就改

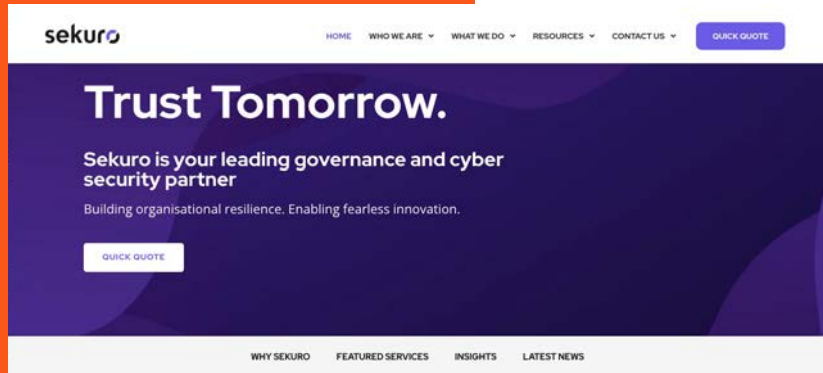
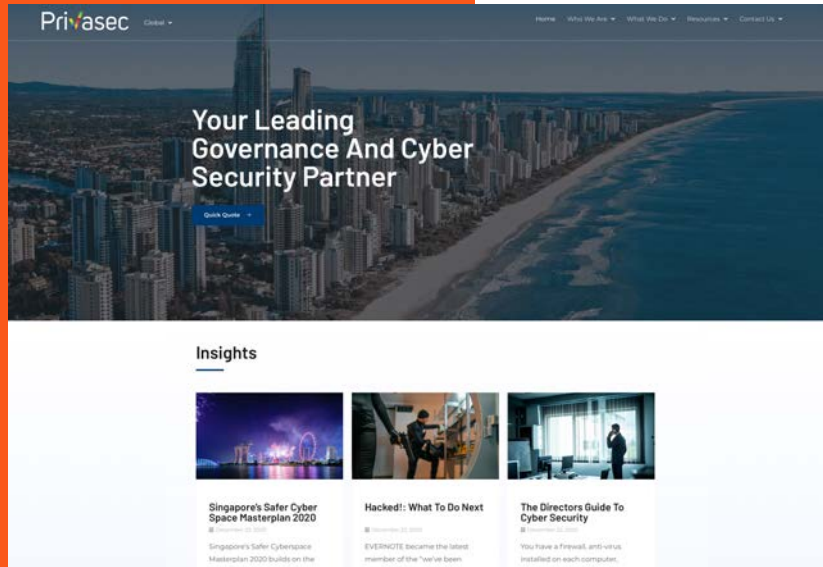
订户

来自 / 联合早报
文 / 魏瑜峇
发布 / 2021年11月19日 5:00 AM

Bloomberg New Economy Forum

PUBLIC RELATIONS

WEB DESIGN | COPYWRITING | CRM



Why Partner With Us

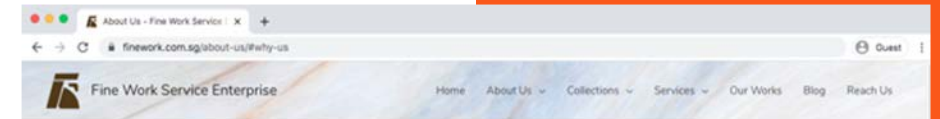
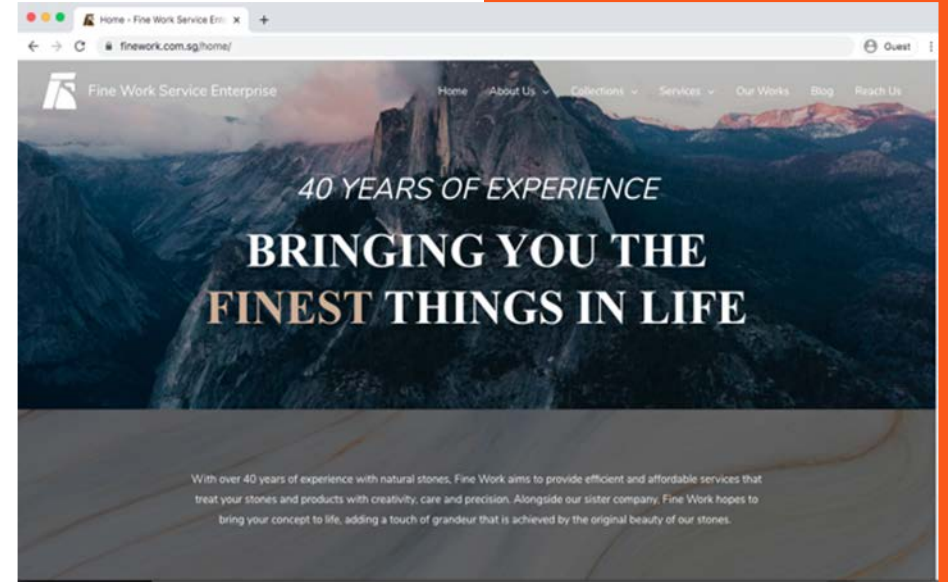
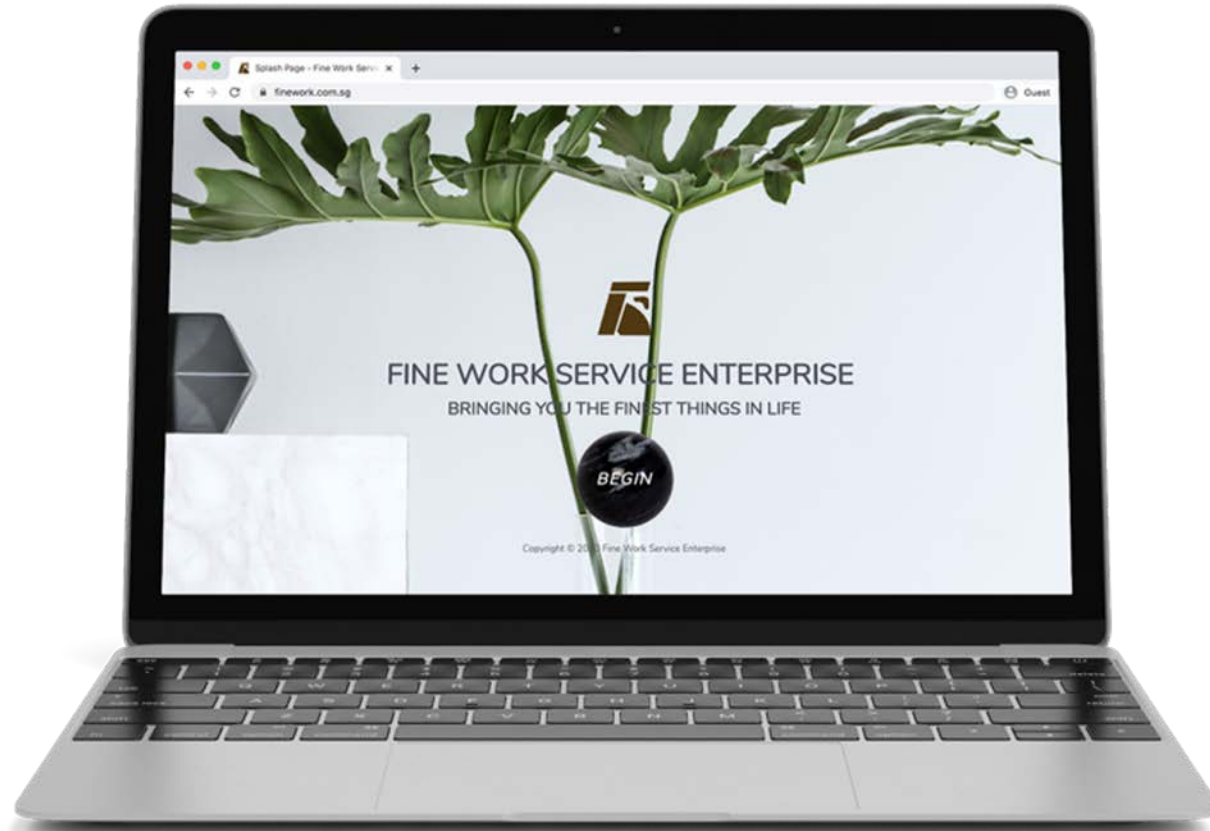
Today's organisations are driven by one constant: Change. You either create your future or you fall behind. At Sekuro, we secure your operation so you can innovate at speed and achieve your goals, safely. Our reputation is built on proven execution, which is why we are trusted by some of the biggest brands and government agencies across Asia Pacific.

Robert McAdam
CEO, Sekuro

We're offering
Leave a message



WEB DESIGN | COPYWRITING



Who We Are

Vision

To bring back the appreciation of quality marble and granite in Singapore, and to advocate the use of natural stones instead of artificial substitutes. To steer the path and lead the local marble and granite industry towards digitisation and globalisation.

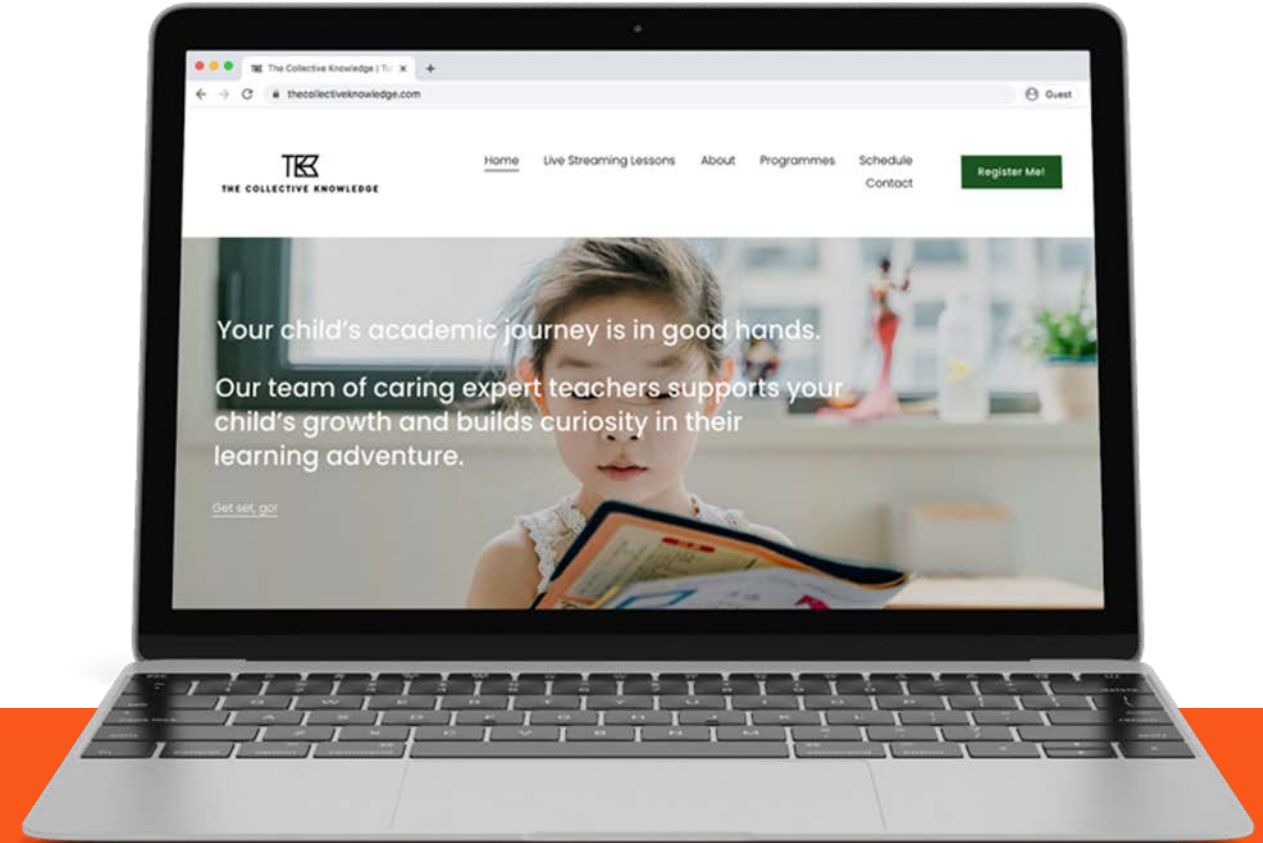
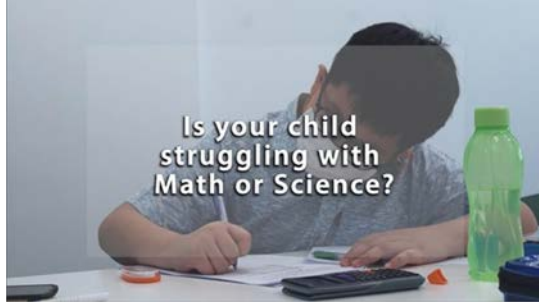
Mission

To deliver quality stone products and services at affordable prices. To advocate the lasting beauty and sustainability of natural stones while injecting creativity, art and precision. We bring ideas and concepts of designers and laymen to life, with a touch of grandeur.

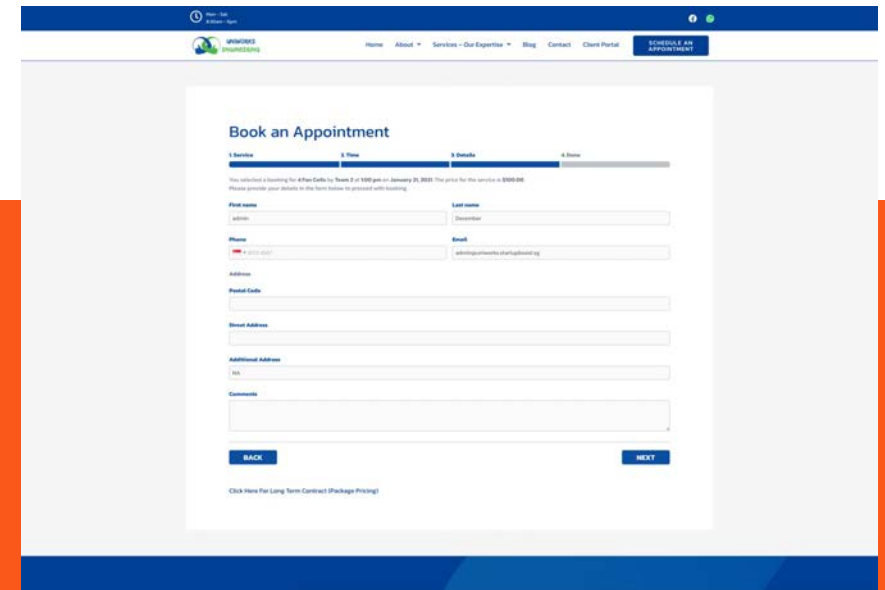
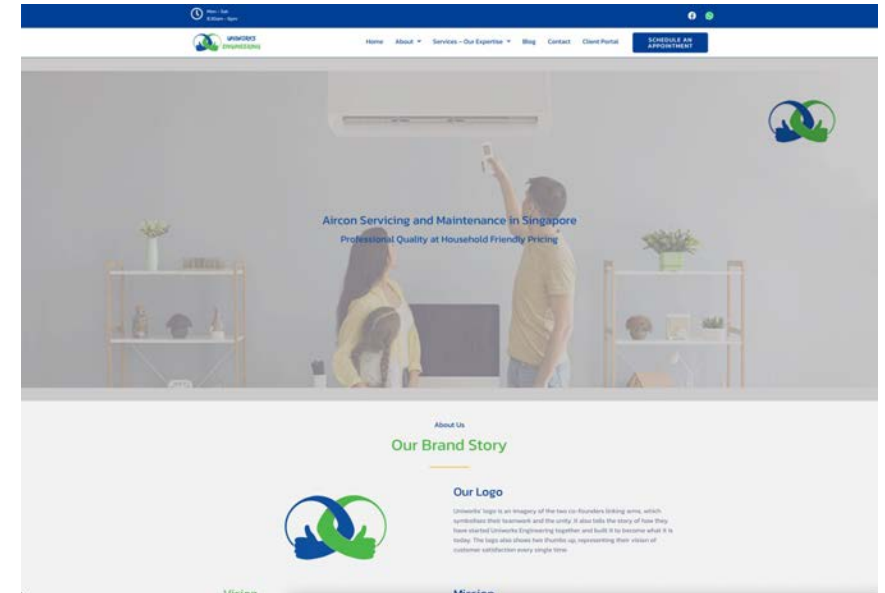
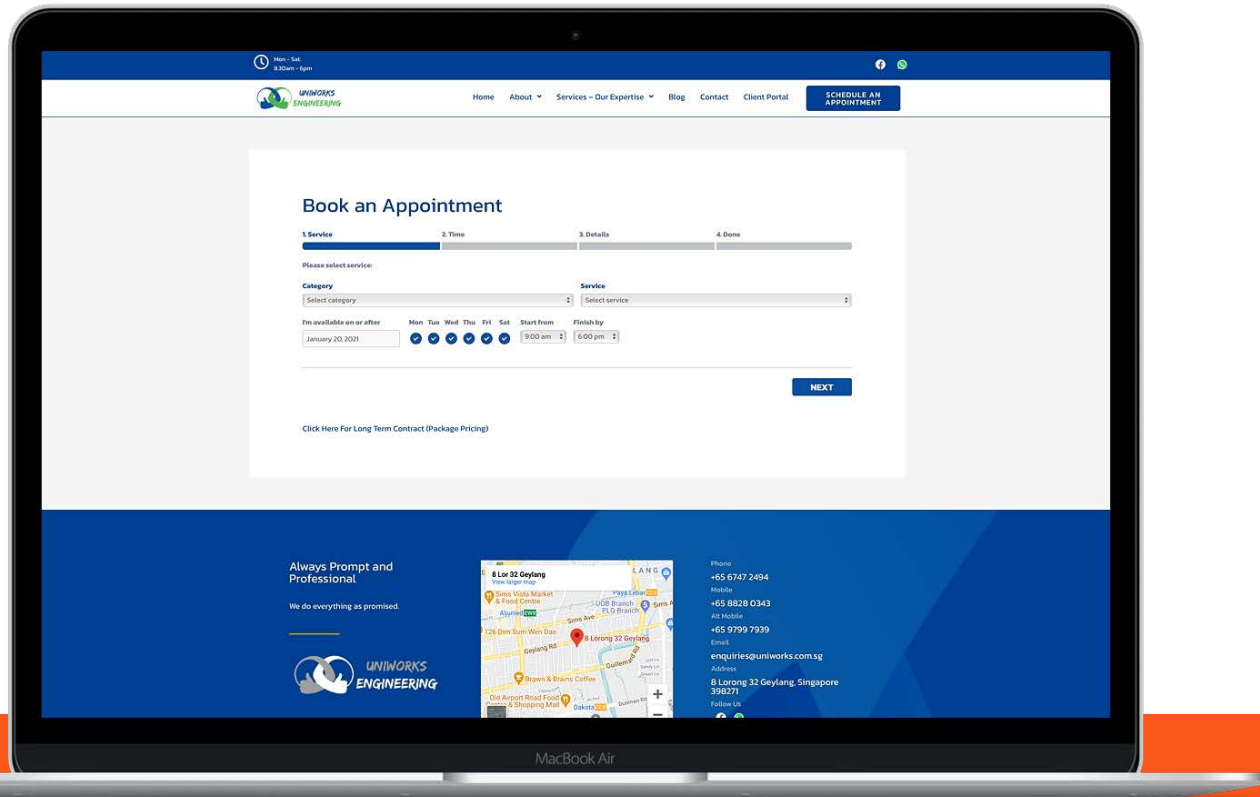
Our Company

Fine Work Service Enterprise and Riva Pte Ltd have been delivering quality marble and granite works to Singapore for more than 40 years. Founded by some of the finest masonry craftsmen in the region, our works can be seen in the airport terminals, prestigious hotels, and many commercial and residential projects. We love the natural beauty of stones and we embrace this through continued refinement in our skills and quality of work to bring the best to the region.

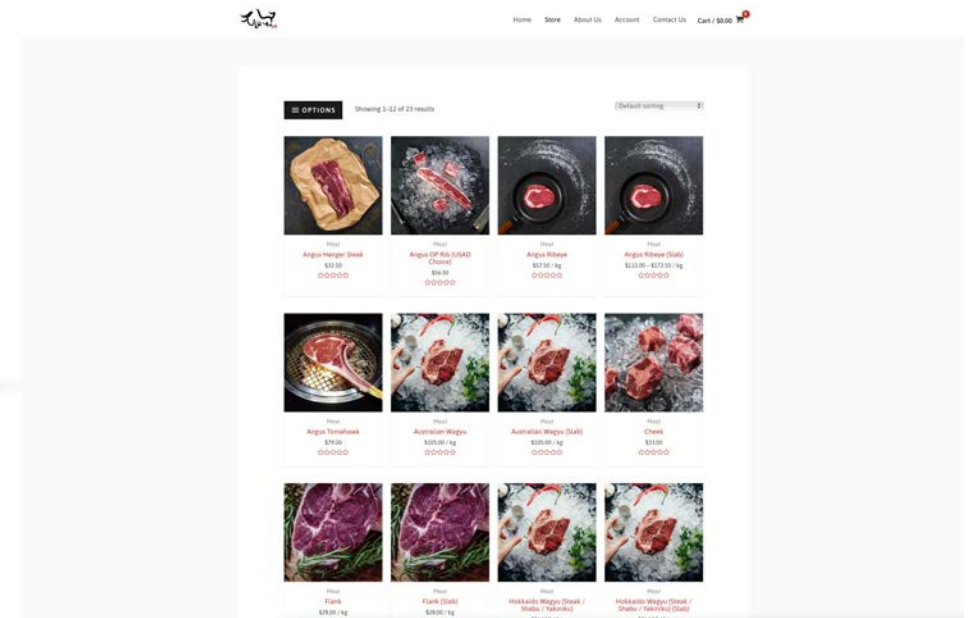
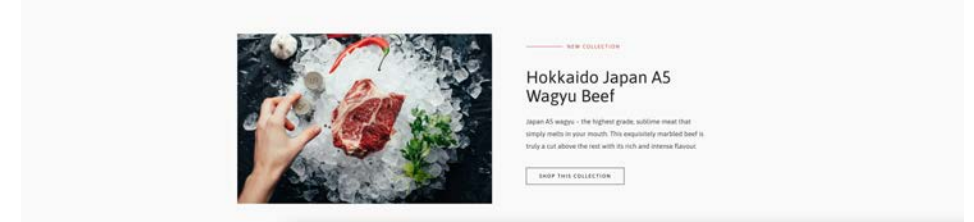
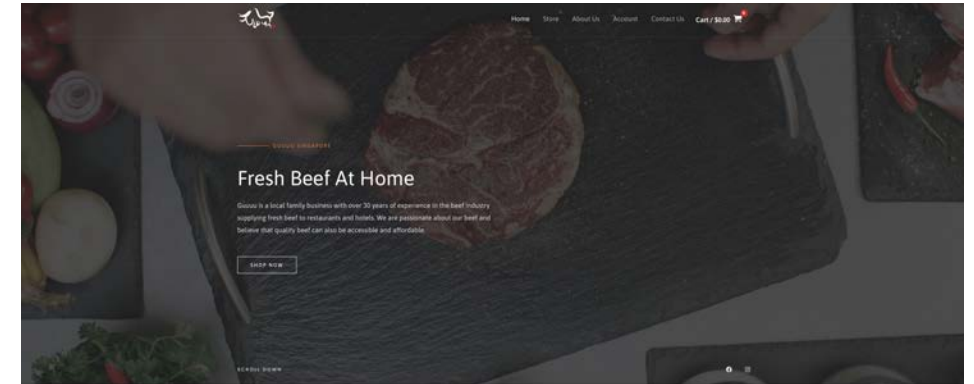
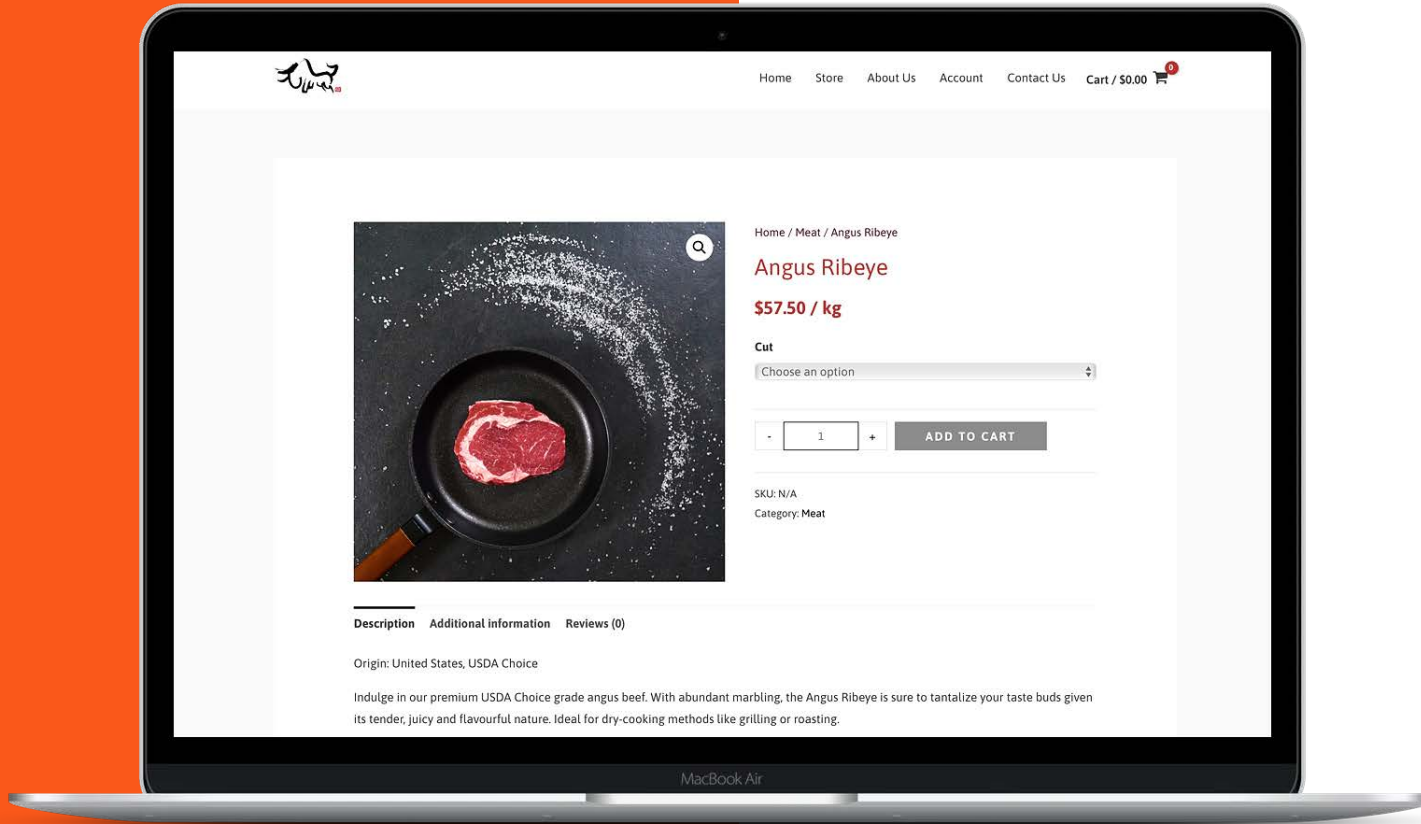
WEB DESIGN | COPYWRITING | VIDEO PRODUCTION



WEB DESIGN | COPYWRITING | APPOINTMENT BOOKING SYSTEM



BRANDING | WEB DESIGN | E-COMMERCE



PLATFORMS WE ARE ON

HubSpot

webflow

Wix.com



WordPress



mailchimp

Google

LinkedIn

facebook



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Instagram



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OUR CLIENTELE

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MORROW
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sekuro



EPPL
Digital



TKZ
THE COLLECTIVE KNOWLEDGE



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