



The Business :

As Asia's 1st knowledge hub for the financial sector, FinLION offers a shared resource of Asian-relevant content for the region's financial professionals or new market participants wanting to understand the latest developments in the Asian marketplace. Its clients include UBS, Citi Bank, JP Morgan Chase, CSFB, HSBC Republic Bank, DBS, UOB, Dresdner Bank, Cargill and Prebon Yamane.

My Work :

Lead the Launch of FinLION using Integrated Marketing Communications:

- Public Relations
- Website
- Corporate Communications
- Product Communications

Countries Covered :

Singapore and Hongkong

Industry Focus :

Finance and Banking

Strategy :

Industry Support

- International Data Corporation (IDC)
- Monetary Authority of Singapore (MAS)
- The Financial Womens Association of Singapore

Perceptions Management Preparation

- Messaging Binder
- Competitive Matrix Analysis
- Business Strategy Study
- Corporate,Product,Service Readiness

Business Readiness

- Media Audit
- Beta Sites
- Messaging Feedback
- Spokes person Media Training
- Corporate and Media Deliverables

Launch

- Join Press Conference
- One-on-One Interviews
- Trade Publications Ads





Press Coverage :

1. FinLION & mmFinance from Germany
2. Singapore Exchange (SGX) grants Accreditation for FinLION's On-Line Courses
3. Informatics Group Set to Penetrate the Financial Education Market by teaming up with FinLION Pte Ltd
4. FinLION's CORELearning™ series is the first online training programme to be awarded CPE approval by the Securities Commission of Malaysia
5. Claudia Zeisberger, President of FinLION Pte Ltd, interviewed by CNBC on Allied Irish case
6. FinLION enters into strategic partnership with PSB Corporation to power knowledge acquisition in the financial sector
7. Opera Multimedia partners with TTSAsia/ FinLION to bring leading Business Language program to Asia
8. e-learning solutions in hedge funds and options Asian Business
9. Exotic Options take Asian Financial Community by Storm"
10. FinLION Hedges Risk in Funds Training
11. FinLION to Sculpt Changes in Financial Services Landscape
12. Online Courses for the Financial Sector Business Times
13. TTS Asia launches FinLION, Asia's first learning hub for the financial services community.
14. Claudia Zeisberger, CEO of TTS Asia, interviewed by CNBC on Hedge Funds

Alliance Strategy Marketing :

INDUSTRY PARTNERS

■ **The Financial Women's Association Of Singapore**



■ **Securities Industry Development Center**



■ **Singapore Information Technology Federation**



■ **STIF eLearning Chapter**

