

## Press Release

### **“CAMPUS TWITTER” TO CREATE NEW BUZZ COMES UP ON RAZOR TV**

*Singapore, (16 December, 2009) – A new type of twitter is coming up on RazorTV, and its focused on students and their vibes on Singapore Campuses!*

This new Interactive Web TV series called “Campus Twitter” will be launched on RazorTV, an interactive online platform for students in Singapore Campuses to chirp about their ups and downs, thoughts and views about their experiences. The programme also provides a platform for schools to showcase their students, facilities and raise their branding globally.

And the East Asia Institute of Management and its students are the first to be featured in this series.

"We are keen to participate in ‘Campus Twitter’. Taking part in this series is timely for us to reach out to the youths online, to highlight the uniqueness of our ‘campus lifestyle’ at East Asia Institute of Management”, said Mark Chua, Marketing Manager at East Asia Institute of Management.

Ms Ruby Lee, a Korean student studying the Bachelor of Arts, Hospitality and Tourism, took part in the programme to share her experience at the East Asia Institute of Management with her other friends and colleagues in Korea.

The ‘Campus Twitter’ programme was also appealing to Mr Mark Nguyen, a MBA student taking the Queen Margaret University programme at East Asia Institute of Management. The Vietnamese student stressed that this programme offered him the opportunity to sound out his views, challenges and aspirations as an overseas student studying in Singapore. He also shared that the reason he chose the East Asia Institute of Management was because of the school’s collaboration with 31 renowned University and institutes.

The programme, which was initiated by Stratagem Consultants and supported by RazorTV, also provides a space for parents and potential students to hear from the existing students on what they have to say about their classes, friends and lifestyle at the school. The programme also allows the students to air their views on the problems and challenges facing the young Asian generation today.

“Social media and webTV is attracting lots of attention from tech-savvy youths worldwide. It has increasing impact on urban societies where more and more people are getting their information online.”

"Hence, we have launched this programme to provide both the students and the educational institute a unique platform to personally share their views, and help shape the decisions of selecting the right campus for their educational needs," said Ms Tham Moon Yee, Managing Director of public relations firm Stratagem Consultants.

The 4 minutes ‘Campus Twitter’ programme debuts on 17 December on RazorTV ([www.razor.tv](http://www.razor.tv))

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### **About East Asia Institute of Management**

Founded in 1984 the East Asia Institute of Management is currently one of the top Private Education Organisations (PEIs) in Singapore. It offers academic programmes under five broad schools - School of Hospitality, Tourism & Leisure Management, School of Business, Management & Accounting, School of Postgraduate Studies, School of Applied Health Sciences and the School of Business English. The East Asia Institute of Management has also attained the prestigious Casetrust Certification and the Singapore Quality Class for private education organisations (SQC-PEO) certification since 2003. The East Asia Institute of Management is also the only PEI to run Asian campuses for two well-known UK universities – University of Wales Institute, Cardiff, and Queen Margaret University, Edinburgh.

For more information, please visit East Asia Institute of Management's website at:  
<http://www.easb.edu.sg>

### **About Stratagem Consultants**

Stratagem Consultants Pte Ltd is one of Asia's leading communications firms that offers companies and government bodies specialist advice related to corporate, financial and governmental issues to help them position themselves strategically in the mindsets of their stakeholders, the investing community and the public-at-large.

Headquartered in Singapore, Stratagem Consultants has a proven track record in advising, planning and executing successful communication programmes and investor relations programmes for clients from diverse industries and spanning Asia's key growth markets in Singapore, Malaysia, Thailand, Indonesia and North Asia - including China, Hong Kong and Taiwan.

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<http://www.stratagemconsultants.com>

### **About The Straits Times RazorTV**

Launched on 8 August 2008, The Straits Times RazorTV, Singapore Press Holdings' (SPH) interactive and free web video service, offers news, sports, entertainment and lifestyle features as video-on-demand clips for netizens who want to control what they want to watch and when.

High on local content and interactivity, the cyber channel is young, hip and has a more informal style that is in sync with the internet. Targeting those aged 18 to 40, users can contribute and share RazorTV content with friends using a wide array of popular social networking tools. Programmes are produced in-house in SPH's Multimedia Centre. The Straits Times RazorTV underscores SPH's commitment to be a major industry player to offer new media services to both consumers and advertisers.

Visit [www.razortv.com.sg](http://www.razortv.com.sg) for more information.

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