

# YOUNG MARKETER OF TOMORROW



The “Young Marketer of Tomorrow” contest is a marketing competition for students, the goal of which is to recognize and reward the marketing talent of the future. Participating students, working in teams of 2-4 will be required to undertake a marketing challenge by implementing a comprehensive promotion plan, incorporating a whole range of resources. Qualified teams will be invited to give a live presentation at the Career Forum, and winning teams receive cash prize, internship, trophy and certificates!

## Who can enter?

The Contest is open to teams of two to four students, all of whom must be studying for a degree.

## Why should you take part?

By taking part in this competition, you will be giving the opportunity to boost the CVs, network with fellow students, meet some of the biggest names in marketing and gain real-life experience of pitching ideas.

## How does it work?

Students work in teams of two to four to tackle the client brief.

The brief calls for solutions that cover all aspects of direct, digital and data marketing. Shortlisted teams will be invited to present their campaign at the Classified Post Career Forum at InnoCentre on October 24, 2017. The entry will be judged by a panel of marketing professionals and three winners will be selected and announced on the same day.

## How can students enter?

Teams must be comprised of students only and have a minimum of two members and a maximum of four to register.

### Details

#### Key Dates

1

Application  
Now - Sep 30

2

Contest Briefing  
Oct 7

3

Campaign Outline  
Submission  
Oct 19

4

Live Presentation &  
Winner Announcement  
Oct 24

5

Post Event Report  
Nov 11

Meet the mentors and have a chance to get the iPad mini.

#### The prizes

##### 1st place

- HK\$8,000 cash
- Trophy and certificate for each team member

##### 2nd place

- HK\$5,000 cash
- Certificate for each team member

##### 3rd place

- HK\$3,000 cash
- Certificate for each team member

##### All participants

- Chance to join the Internship Program
- Certificate for each participant

##### Best Presentation Award

- HK\$2,000 cash
- Certificate for each team member

### Register

Organiser:



Premium Partner:



South China Morning Post