



ThePitch 2012 **are you good enough?**

**You're learning marketing in the classroom
- now get a taste of the real thing.**

Experience the competitive world of real-life marketing - strategy, budgets and creative skills. You'll be up against other groups of local marketing students to see who's got what it takes to succeed.

We'll send you a brief, based on a real - life marketing scenario.

Your job will be to interpret the brief and provide a brilliant solution to present as your 'Pitch'. You'll be judged by a group of distinguished marketing professionals (from the The Chartered Institute of Marketing, Northern Bank, UTV etc) in the friendly, upbeat environment of Ulster Television on 24th February 2012.

You and your team of two other students could win a 12 month Affiliate Membership of The Chartered Institute of Marketing as well as gain confidence in your strategic thinking, team working and presentation skills. You may even get to see some of your ideas incorporated into Northern Bank's marketing activity.

The deadline for entries: 30th December 2011.

Only 15 teams can take part so if you think you could be good enough to enter 'The Pitch' then find out more at www.cim.co.uk/thepitchni or email: ireland@cim.co.uk

In association with



The Chartered
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