

The APSMA  
McLoughlinBall  
*ACCELERATE*  
Program



The **ICON McLoughlinBall Accelerate Program** offers ICON members the opportunity to study, at post graduate level, a unique qualification in professional services marketing, and one which is not offered anywhere else in the Asia Pacific region. The course has been developed in partnership with the Cambridge Marketing Colleges and is accredited by the Chartered Institute of Marketing as well as being endorsed by the PSMG, an affiliate of ICON in the UK.

### **Who can enter?**

The **ICON McLoughlinBall Accelerate Program** is open to all members of ICON (either through a firm membership or individual membership) who work in a marketing, business development or communications role in a recognised professional services firm in Australia, New Zealand, Hong Kong and Singapore and China. Applicants of all levels are invited to submit a response, as there are three courses to choose from, depending on your level of seniority and your existing qualifications.

### **How do I submit an application?**

To be considered for the **ICON McLoughlinBall Accelerate Program**, applicants must provide the following information.

- A completed application form signed by the applicant
- A current resume (no more than 3 A4 pages in length)
- A written submission addressing the following two questions (no more than 3 A4 pages). We will consider supplementary information to support your document in a separate document, but please note this is not necessary.

### **Application Questions**

- 1. What are the reasons for wishing to enrol on the course?**
- 2. Explain how you and your firm will benefit from the CIM qualification.**

## **Judging Process**

All written submissions will be reviewed by the judging panel who will decide on the most appropriate winner.

The judging panel will comprise:

- One ICON Board Member
- One industry marketing expert
- One representative of McLoughlinBall

## **Submitting your entry**

Please submit your application form and accompanying documents to:

Michelle Prior – [michelle.prior@iconapac.com](mailto:michelle.prior@iconapac.com)

**Applications close on 28 September 2018.**

## **Winner**

The winner of the Accelerate Program will be awarded at the discretion of the Accelerate Program Judging Panel. Except for acknowledgement of receipt of entries and award notification, no correspondence will be entered into. Decisions of the Accelerate Judging Panel will be final and binding.

## **Announcement of Winner**

The winner of the 2019 ICON McLoughlinBall Accelerate Program will be published on the ICON and McLoughlinBall websites. Signing the application form accepts conditions and gives permission for publishing the name and/or photos of the winner. The winner will be announced at ICON Annual Conference to be held in Sydney on 18 & 19 October 2018.

## **Conditions**

- Entries must be received by the ICON office by close of business **on 28 September 2018**.
- All applicants must be members of ICON (either through a firm membership or individual membership) working in a marketing, business development or communications role in a recognized professional services firm.

- All applications must sign the submission.
- Decisions of the judging panel regarding any aspect of the program (including the winner) will be final and binding.
- The winner will provide feedback to ICON and McLoughlinBall on their experience of the course at least twice throughout the academic year. This feedback will be published in communiqués and the respective websites.

Please complete this form and return with:

- A current resume (no more than 3 A4 pages in length)
- A written submission addressing the two questions outlined above (no more than 3 A4 pages)
- Applications must be received in the ICON office by close of business on 28 September 2018.

Full Name: \_\_\_\_\_

Position: \_\_\_\_\_

Organisation: \_\_\_\_\_

Email address: \_\_\_\_\_

Postal address: \_\_\_\_\_

Contact number (work) \_\_\_\_\_

I confirm that I am / the organisation I work for is a current financial member of ICON.

Signed: \_\_\_\_\_