



Isle of Man

**International Business School**

Scoill Dellal Eddyrashoonagh Vannin

## NEWS RELEASE – 14.02.07

### Local Marketing Students to Represent Island

Three Chartered Institute of Marketing students from the Isle of Man are set to take on the North West by entering the CIM student competition, The Pitch 2007.



Caroll Powell (EDL) and Chris Kent (\*\*), both marketing students at the Isle of Man International Business School, have been joined by Laura Sardo (EDL) who is studying via distance learning to create a team to compete in this challenging and prestigious competition.

The Pitch 2007, consists of a brief that is sent to all teams. This year's brief is from Brother, leading manufacturer of office and home 'all in one' print, copy, scan and fax units. The brief asks The Pitch contestants to create an interesting or funny viral advertisement which demonstrates why Brother all-in ones are so beneficial to the user. Teams have two weeks to prepare their pitches which must be delivered via a three minute presentation to the judges in Manchester on 20th February.

The Manx team is being mentored by Colin Gundry, Senior Lecturer in Marketing at The IBS and is also receiving input from a variety of local marketing experts. The team is being sponsored by the local CIM affiliate group, will full support from Chairman, Richard Slee:

*"This is the first time that the Isle of Man has entered a team in this competition and I am delighted that we are now in a position to showcase the home grown marketing talent on the Island. With the increasing availability of marketing qualifications at the Business School, I hope to see a Manx team competing every year from now on. I wish this year's team every success!"*

Sponsorship has also been offered by Euro Manx who are assisting with the team's airfare to Manchester. An update on how the Manx team get on at the competition will be given in Business news on 27th February.

**For further information, please contact:**

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