



Scholarship Application

Southeast Tourism Society Marketing College 2017

June 24-29, 2018

University of North Georgia - Dahlonega, Georgia

Scholarship Application Deadline is Friday, March 23, 2018.

I. Personal Data

Name: _____

Organization: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Cell Phone: _____ Office Phone: _____

Email: _____

II. Professional Data

Current Employer: _____

Current Position with Organization: _____

Number of Years in position: _____

Previous Employer: _____

Address: _____

City: _____ State: _____ Zip: _____

Previous Employed Dates: _____

III. Goals

Professional Goals: _____

Written Response

Write in 200 words why you feel you will benefit from attending Marketing College:

I, the undersigned, approve of this application for scholarship to the STS Marketing College, and will allow applicant to attend if he/she receives the scholarship. Any additional costs not outlined in application, will be the responsibility of the applicant and or their organization.

Organization Representative Signature: _____ Date: _____

I understand I am going as a representative of Monroe-West Monroe, Louisiana and will uphold my duties as recipient of the scholarship. All information in the application is true.

Applicant Signature: _____ Date: _____

We appreciate your interest in professional development and improvement to your organization. All questions regarding the scholarship application should be addressed to Alana Cooper at (318)387-5691 or acooper@monroe-westmonroe.org.

Scholarship Eligibility Requirements:

- Application must be received by **Friday, March 23, 2018**.
- Applicant must be currently employed in Ouachita Parish as an area attraction in a management, marketing, communications, or sales position.
- Applicant must provide written letter from direct supervisor or senior level management of recommendation and consent that he/she can take leave from their position for the training.
- One scholarship will be awarded.

Scholarship Recipient Duties:

- Recipient must attend all classes of the STS Marketing College while in Dahlonega, GA.
- Recipient is a representative of Monroe-West Monroe, Louisiana and will perform as a professional representative of the area.
- Recipient must take photo(s) of experience at Marketing College for CVB to share in next year's scholarship application.
- Recipient must provide a feedback letter with their take home points from their learning experience while at Marketing College within one month of attending.

All applications must be received by **Friday, March 23, 2018** to:

Alana Cooper

Monroe-West Monroe Convention and Visitors Bureau

Mail: P.O. Box 1436

Delivered to: 601 Constitution Drive

West Monroe, LA 71294

West Monroe, LA 71292

E-mailed to : acooper@monroe-westmonroe.org

*Scholarship recipient will be notified no later than **Friday, March 30.***

Scholarship includes:

1. Registration Fees for the STS Marketing College
2. Airfare to Atlanta, GA
3. Rental car (may be shared with another Marketing College attendee)
4. Lodging
5. Meals that are included with registration (only one dinner not included and meals traveling to and from Dahlonega, GA)
6. One year membership to Southeast Tourism Society for your organization

WHAT IS STS MARKETING COLLEGE?

AN EXCELLENT WAY TO MOVE YOUR CAREER AND ORGANIZATION FORWARD TO THE NEXT LEVEL

- The premier educational program for the tourism industry in the U.S.
- A superior educational opportunity in a tranquil environment...
- Classes taught by industry leaders and working professionals...
- A perfect forum for the exchange of ideas...
- Opportunities for networking with your peers from across the Southeast and the U.S...



For one week each year, tourism industry professionals from all over the Southeast meet at University of North Georgia for the Southeast Tourism Society Marketing College. During the week, students experience a broad-based curriculum of courses designed to teach marketing techniques from all facets of the tourism industry. Marketing College professors are working, experienced professionals from across the U.S. who not only bring expertise, but real-world knowledge and experience, to the classroom. From the time students arrive on Sunday evening until they depart on Friday, they enjoy classes, lectures, discussion groups and one-of-a-kind networking opportunities in an academic environment conducive to learning. Students who attend three years of Marketing College receive a Travel Marketing Professional (TMP) certification, presented at a special graduation ceremony at the STS spring meeting.

The Monroe-West Monroe Convention and Visitors Bureau will be offering one scholarship to include most all expenses and costs to attend the Southeast Tourism Society's Marketing College. This is the premier educational program in the Southeast region of the United States. We feel the experience gained will benefit our tourism industry as a whole as well as the organization represented by the scholarship recipient. Part of the scholarship includes a years membership for the recipient's organization. This is a great way for our area attractions to offer continuing education to their employees.

For more information on the Southeast Tourism Society and Marketing College, visit www.southeasttourism.org .