

**Media release
04 July 2011**

Last chance to shine at *Canmol* Awards

WITH only a month left to enter *Canmol*: Wales Marketing Awards, The Chartered Institute of Marketing (CIM) is urging Welsh businesses and marketing professionals to submit their entries, free of charge, ahead of the 31 July deadline.

From freelancers to SMEs and large corporate firms, private to public and third sector, *Canmol* is open to all business communities in Wales, who can demonstrate excellent results achieved through marketing.

Canmol, which means *to praise* in Welsh, were created in 2008 to celebrate and promote excellence in the marketing industry in Wales. The Institute, which celebrates its centenary this year, is calling for entries from the best in the business, demonstrating its commitment to raising the professionalism and standards of marketing in Wales, year on year.

Four winning campaigns, from individual to team entries, will also receive *Canmol* Awards based simply on excellence in their particular context, looking at how creative, strategic thinking in marketing has produced something of true significance.

There will also be a new 'Priority Sector Award' to recognise an innovative campaign produced by a business in the Welsh Government priority sectors, while an Award will be given to a 'New Marketer of the Year' who has shown great potential early on in their career.

All entries must be completed online at www.canmol.com by closing date **Sunday 31 July 2011**.

Richard Houdmont, Director for Wales of The Chartered Institute of Marketing, said: "Winning industry awards is a high-profile way of establishing credibility for businesses, organisations and individuals alike, positioning award-winners as leaders amongst peers and competitors.

"And since the launch of *Canmol*, we've seen winning entries from a broad range of sectors, businesses and budgets in Wales. From large budget marketing campaigns from the likes of St David's Partnership to Amlwch Leisure Centre, which delivered a successful campaign on a £200 marketing budget and to the entrepreneurial thinking of last year's winner, Atlantic Trampolines - the past few years of *Canmol* have been a celebration of, simply, excellence in marketing."

The five winning campaigns and individual accolades will be announced at an Awards Ceremony at Radisson Blu Hotel in Cardiff on the evening of Thursday, 6 October. Tickets for the awards ceremony may be purchased through www.cim.co.uk/40163

Follow **@Canmol on Twitter** or find **Canmol: Wales Marketing Awards on Facebook** for the latest news and updates about the event. See interviews with last year's winners and shortlisted entries at www.youtube.com/canmol

-ENDS-

Notes to Editors:

Image: Richard Houdmont, Director for Wales of The Chartered Institute of Marketing.

Judges: Jonathan Deacon (Chair), Barrie Foster, Dan Langford, Ian Beattie, James Horsham, Joanne McKinstry, Julian Leybourne, Robert Dillon, Paula Dauncey, Sue Cole, Alan Mumby, Peter Lewis and Jane Purdie.

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About The Chartered Institute of Marketing

The Chartered Institute of Marketing is the leading international professional marketing body with some 41,000 members worldwide. First established in 1911 it has for almost a century defined the marketing standards that operate in the UK and is the global champion of best marketing practice. The Institute exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners, enabling them to deliver exceptional results for their organisations. It does this by providing membership, qualifications and training to marketing professionals and businesses around the world. Visit www.cim.co.uk for more information.

About our Centenary

With the completion of a century in winning professional recognition and status for the marketing professional The Chartered Institute of Marketing will continue throughout its next century as the marketer's lifelong career partner, and the champion of marketing excellence in all aspects of business and commerce. Events and celebrations planned during the centenary year will provide marketers with an opportunity to show off the positive power of marketing and demonstrate the beneficial contribution that marketing provides to both an organisation's bottom line and long-term future.

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