

IAA ANNOUNCES WINNER OF

IAA "WRITE A TRIP"

IAA TRAVELLING SCHOLARSHIP 2008

The winner of the International Advertising Association Travelling Scholarship for 2008 is **Graham Alvarez, a Strategy Panner at JWT, Sydney.**

He wins an expenses paid trip to participate in the 41st IAA World Congress:

WHAT'S COMING NEXT? - the premier international marketing communications event - a forum of authoritative opinion, ideas, exchange, and stimulation from world industry leaders and experts, to be hosted in Washington DC, 6-9 April 2008.

Runners-up in this year's IAA "Write A Trip" are **Jackie McIver – Account Manager, Clemenger BBDO, Sydney** and **Rosemary Beer - Media Executive, OMD, Melbourne**

Graham Alvarez's submission was judged the winner by a distinguished panel of judges chaired by Matthew McGrath (CEO Aust. & NZ, Y&R Brands Group), with Martin Cowie, (Commercial Director, OMD), Toby Dewar (National Media & Sponsorship Manager, McDonald's Australia), Caroline McLaughlin (Client Service Director, Clemenger BBDO) and James Warburton (Network Director of Sales, Seven Network).

Matthew McGrath, Chair of the judging panel stated:

"The IAA competition demonstrates there are people with the sort of challenging minds that advertising will need to succeed as an industry now and in the future. More than winning a trip its about launching a bright young person on a fantastic career. It was as stimulating to judge as it probably was to enter. I felt inspired by the calibre of people this industry and competition is attracting."

The three finalists, with the three top scoring essay submissions, had to encounter an interview session with the IAA judging panel before a final decision was announced.

In Graham's own words on winning the IAA scholarship award:

" I am absolutely elated to have been selected for the IAA "Write A Trip" Travelling Scholarship to participate in the IAA World Congress in Washington DC in April. For a young advertiser whose career is still developing, the prospect of hearing the world's preeminent thought-leaders – those who have already achieved so much and are at the peak of their respective fields – is unbelievable.

I would like to thank the IAA for this opportunity. It is a credit that they continue to nurture young professionals in this industry in such fantastic ways."

The IAA "Write A Trip" winner Graham Alvarez graduated from the University of Technology, Sydney in 2005 with a Bachelor of Business with Distinction - a Double Major in Marketing and International Business.

Prior this, at 19 years of age, he had already established his first company – *tutorCentral Pty Ltd* – an education website that was soon to become the biggest of its kind.

After winning the much sought-after *AFA Graduate Traineeship*, Graham was offered placement at JWT. Intended to be a nine-month program, he was asked to join permanently as a Strategy Planner only five weeks in. During this time, he has not only achieved global recognition, but also developed *JWT Womb*, an industry-wide program designed to nurture talented advertising students.

Graham won the 2008 "Write A Trip" Travelling Scholarship Award for his thinking on brand positioning. Accordingly, he will be attending the 2008 IAA "WHAT'S COMING NEXT?" World Congress in Washington D.C.

Fuelled by an atypical blend of passions, including art, philosophy, business theory, trashy pop culture and film, Graham hopes that his impatient, ever-hungry style will open doors to all manner of business and advertising challenges – locally and worldwide.

Heather Leembruggen, President, IAA Australia Chapter, who administered the scholarship campaign sums up: "The IAA is the only global partnership of advertisers, agencies, media and service providers in marketing communications and our "IAA "Write A Trip" topics are geared to attract submissions from young people working or studying in all the disciplines of the marketing communications industry."

"Entrants were given a choice of three subjects, all highly topical and focussed on the issues facing our industry. We had a good mix of candidates from all aspects of the marketing communications industry as well as an excellent spread of national coverage, with entries received from New South Wales, Victoria, Queensland, South Australia and Western Australia. ***We congratulate Graham Alvarez on his outstanding efforts as the successful contender for this award.***"

She concluded: "our "Write A Trip" travelling scholarship program has demonstrated that we have a significant number of very talented young people in our industry in Australia, and we are proud that the IAA can play a key role in encouraging, recognising and developing young people's professional talents and skills."

Graham Alvarez came through with flying colours and is thrilled by the prospect of participating in the IAA World Congress this April. He is keen to make the most of this opportunity to hear viewpoints from world leaders and experts in our industry, who will give presentations, share their ideas and debate issues that directly impact on directions and developments facing the advertising and communications industries now and into the future at the IAA World Congress entitled "**WHAT'S COMING NEXT?**".

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