

FOR IMMEDIATE RELEASE:

“Edgy” BCAMA Students Find Success in New Orleans.

April 6th, 2007 - Burnaby, B.C.: BCAMA student members proved that Canadian students can mix it with the best in North America while helping New Orleans develop a plan to rejuvenate its post-Hurricane Katrina tourism industry at the 2007 American Marketing Association (AMA) International Collegiate Conference.

Twenty-seven students from the BCIT Marketing Association (BCITMA) travelled to New Orleans to take part in the conference. This was the first time the conference has returned to New Orleans since the city was devastated by Hurricane Katrina in 2005. The theme of the conference was appropriately focused on working with the New Orleans Convention and Visitors Bureau (CVB) to re-develop tourism marketing initiatives.

BCIT students achieved second place in the case study competition and first place in one of the exhibit competition categories amongst nearly 120 North American colleges and universities attending the conference. The BCITMA also picked up a number of awards for various chapter initiatives (see <http://www.bcitma.com> for full list).

“We finally feel as though we’ve arrived,” said Andrew Grant, President of the BCIT AMA chapter. “In previous years it felt that we, as a Canadian school, had to continually prove ourselves to the US schools in attendance. This year there were schools and industry types who made special efforts to come and see our competition entries; there was definitely a vibe that we were a school to watch.”

That “vibe” carried into the chapter’s case study competition entry. The case study competition involved formulating a marketing plan for the New Orleans CVB to re-establish New Orleans as a destination for 18 to 30 year olds. With a heavily research-driven strategy and a seductive big idea stating that you can “Unmask your desires” in New Orleans, the BCIT team quickly fuelled their reputation for edgy, boundary-pushing positioning strategies and creative executions.

“According to the judges, there was very little separating the top three case study entries,” Grant notes. “So to have a degree of buzz surrounding our entry was possibly even more gratifying than gaining a top ranking – people at the conference were talking about “those Canadians and their edgy content” on numerous occasions in the days following the competition!”



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The conference ran over four days at the end of March, and was attended by nearly 1200 students from AMA collegiate chapters across the USA, Canada, Mexico and Puerto Rico. Other awards brought home by the BCITMA for chapter operations reflected the chapter's heavy focus on community service and fundraising initiatives throughout 2006/2007. A full list of the awards can be found on the chapter's website at <http://www.bcitma.com>.

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