

Applications for the 2010 Mais Bursary will open later this year. You or a member of your immediate family could receive £3,000 to help you study an aspect of marketing of direct personal interest. For more information and how to apply, click on the Mais Marketing Bursary PDF link below.

#### 1. The Mais Marketing Bursary

Established under a charitable donation to our Trust, the Bursary created by Lord Mais, a former Lord Mayor of London and Past Master of the Marketors, enables recipients to study in depth some aspect of marketing of direct personal interest.

#### 2. The Bursary

A Bursary is awarded to a selected individual who is either:

(a) a Member of the Worshipful Company of Marketors,

or

(b) an immediate family member of a Member of the Worshipful Company of Marketors.

#### 3. Conditions of Application and Award

Applications will be reviewed by the Chairman and members of the Awards Committee at their January meeting, before making recommendations to the Trust.

#### 4. Judging criteria

Entries will be judged against the following broad criteria:

- Whether the research would add value to marketing practice.
- The potential for positive publicity for the Company based on the outcomes.
- The extent to which the study is dependent on the award of a bursary.

#### 5. Conditions

A condition of the Award is that the recipient must provide the Company with an Executive Summary of the conclusions reached at the end of the Bursary period and cooperate with the committee's publicity requirements.