

**Application Form – 2018 CTAM U Scholarship**

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| **Name:**  |
| **Job Title:** |
| **Company:**  |
| **Email:**  |
| **Phone:**  |

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| 1. **In one paragraph, please tell us why you should be awarded the CTAM Canada Scholarship to CTAM U:**
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| 1. **Submit an Essay on the following topic (max 2000 words): There is a perception that millennials spend more frivolously than previous generations.  However, there are two entertainment areas where millennials are skimping relative to older generations:  travel and television.  Discuss ways we can encourage millennials to consume content in ways that may increase their propensity to spend, and help support the Canadian industry.  Your answer can reference pricing, packaging or other levers, as well as regulatory, technical or other aspects.  In addition, please comment on possible scenarios when demographic shifts start to occur and millennials start to enter older life segments.  Your essay will be evaluated based on the use of facts and data and we require that you cite the CTAM Canada research (Charlton) as one of the data sources.  The CTAM Canada research is available on the CTAM website.**
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| 1. **In one paragraph, please describe your current or previous involvement with CTAM Canada:**
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| **Submission Checklist:*** **Completed application form (above)**
* **Written essay on topic (max 2000 words)**
* **Current CV**
* **One recommendation letter from your company**
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The **deadline is 8PM EST on March 2, 2018**.  Please submit applications to CTAM Canada via info@ctam.ca

**Please note: The successful candidate will attend the program in Boston, this year taking place from June 10-15, 2018**. **The winner will be announced during the week of March 14th, 2018. Good luck!**